

VICTOR ATIYEH
GOVERNOR
1979-1987



INTERNATIONAL
CONSULTANT & TRADE

Stephanie Oliver
The Oregonian
1220 SW Broadway
Portland, Oregon 97201

June 7, 1999

Dear Ms. Oliver,

Our family is preparing for the 100th anniversary of the establishment of Atiyeh Bros. Inasmuch as The Oregonian recognizes such events and has a set of criteria I have been working at trying to certify that date.

As long as my brothers and I can remember my father and my uncle (the original founders) always spoke of and referred to the year 1900 as the time they came to Portland. As a matter of fact many years ago prior to the time my father passed away I asked him why two young men from a tiny village in Syria would come of all place in the United States the city of Portland in the state of Oregon in 1900. He answered by saying that someone came to their shop in South Bethlehem, Pennsylvania and said that this area was a good place to sell oriental rugs and if they would put up half he would do the same and come here to find the customers. It turned out he did not put up his half, uncle came to protect his investment and the rest is Oregon history.

However, to find documentation other than what was just mentioned has been hard to come by. I did locate George (my father) and Atiyeh Bros. in a 1904 city directory. By that time A. Atiyeh & Bro. (the original name) would have had to have been well established for they displayed and won a gold medal at the 1905 Lewis and Clark Fair. We have a photo of our father standing in front of that first store at 411 Washington St. from which they moved in 1906.

The best I can find is an article written by a Fred Lockley that was printed in the Oregon Journal in October 5, 1917. My uncle Aziz is apparently being interviewed and early in the report you will find: "They opened a store here in Portland in 1900-----" (article attached).

I spoke to Trish Rolin about this and she recommended that I write to you for your opinion if what I have just written is sufficient for your purposes. I truly hope so. Incidentally, after all these years Atiyeh Bros. is still a family business of which we are most proud.

I shall await your reply.

Sincerely,

Victor Atiyeh

Oregonian requirements for the 100 year club

Submit a short company history with a confirmed starting date. The date may be established by a legal document, copy of an advertisement, or a letter from a vendor or trade association.

A company logo should accompany the information for use on a plaque and in an Oregonian ad commemorating 100 year members for 2000.

The Oregonian contact is:

Stephanie Oliver
Director of Public Affairs
The Oregonian
1320 SW Broadway
Portland OR 97201

Tel: 221-8336

FEB 14 2000
Governor Atiyeh

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DM - IN REVIEWING MY "ATYEH CENTENNIAL" FILE I CAN
ALSO SEE THIS WHICH I RECEIVED FOR THE PURPOSE OF APPLYING
FOR THE OREGONIAN 100 YEAR CLUB. IN RE-READING IT I KIND
OF OVERLOOKED THE SECOND PARAGRAPH SO WHOEVER IS PUTTING
THIS TOGETHER SHOULD NOT FORGET IT

DAD

LESLIE — HAPPY VALENTINE! (# I SUPPOSE YOU ALSO
DM)



L. to R.: Norman Parsons, Sarkis Manougian, Tom Marantette, Edward Atiyeh, former Gov. Vic Atiyeh, Richard Atiyeh, Tom Atiyeh, Leslie Atiyeh and David Atiyeh.

**Stick around as
long as Atiyeh Bros.
and The Oregonian
rolls out
the red carpet.**

The Oregonian
150
Years
Oregon's Newspaper Since 1830

In 1900, Aziz and George Atiyeh opened the doors to A. Atiyeh & Bros. with hand-woven Persian rugs personally selected to last. Through the years, the business has continued the tradition, adding rugs from India, China, Nepal, Pakistan and Turkey as well as American-made Oriental style Karastans and wall-to-wall carpeting.

A third generation of the family now heads the company with two retail locations in Portland and cleaning facilities in Portland and Eugene. Atiyeh International Ltd. has recaptured many original designs and has woven a limited number of Kerman-style rugs to commemorate the centennial.

Congratulations, Atiyeh Bros. You have arrived. You've just become the newest member of The Oregonian 100 Year Club.



- DRAFT -
COMMENTS?

December 9, 1999

Carol Atiyeh
Steve Atiyeh
170 Remington Rd.
Manhasset NY 11030

DEC 10 1999
Governor Atiyeh

T.A.

Dear Carol and Steve,

Next year, the Atiyeh family celebrates its 100th year in the Oriental rug trade and we invite your participation in our centennial celebration. We view this centennial as much a celebration of family as business. Atiyeh International, Ltd. and Atiyeh Bros., Inc. contracted a public relations firm to coordinate our activities and generate positive press.

On April 4th we plan a gala event at the Oregonian Historical Society's History Center. At that time, The Oregonian Newspaper will award Atiyeh Bros., Inc. with its 100-year award. Richard, Edward and Victor will donate to OHS a Tabriz rug originally sold by Aziz and George at the 1905 Lewis and Clark Exposition. The gala is also the official opening of a yearlong Atiyeh Centennial Exhibit, which will be viewed by over 50,000 people in the following twelve months at the History Center.

As you know, years of Atiyeh memorabilia are already curated and transferred onto CD ROM, digital files and enlarged old photos; much of this will be exhibited. Item you have in your possession would really help us fill in the exhibit blanks. We request you to contribute any photos of the New York showrooms, the large book containing the black and white rug pictures, and anything else you think appropriate. At your discretion, all items may be returned to you in April 2001. We will, of course provide you copies of any of our digital images you may wish to preserve.

I will give you a call to discuss any questions you may have.

Cordially,

Tom Atiyeh

CC: Phil Atiyeh
Victor Atiyeh

Tom M.
DEC 01 1999
Governor Atiyeh

Wednesday, November 24h Jackie, Nancy and I met with Marsha at OHS
Two elements were reviewed:

1. The proposed venue for an Atiyeh centennial exhibit. OHS proposes free occupancy of the Membership Lounge for 12 months. This 450 square foot room is located at the top of the stairs, prior to the permanent Oregon History Center exhibit. Just to the right of the space is an outdoor open space. There are two shallow glass display cases outside and three display cases inside. Two larger moveable cases are available. The ceiling is high and the lighting consists of ceiling mounted incandescent floods. Two walls are available for hanging objects. The floor is brick. A video player is available.
2. The draft budget of just under \$10,000 to be underwritten by the Atiyeh's. OHS values the contribution of the Tabriz, but hard dollars are required to successfully curate and promote the exhibit. Other than provide the space and staff, OHS cannot provide additional funding. Their budget is already approved for exhibits in 2000. This proposed exhibit is outside their budget. This proposed budget is using all OHS staff. Hallock Modey offered their staff to help reduce the cost. The major cost of enlarging images could be significantly reduce if we provide negatives or already produced large photos.

OHS proposes to open the exhibit on April 4th, the day of the Atiyeh Centennial Gala. OHS would promote a lecture on May 4th and a rug appraisal session on May 6th. If these events were successful OHS would promote a repeat in the fall. OHS would publish a story in their slick magazine, Spectator in the July issue.

I have requested demographic information on the OHS membership. Marsha's preliminary guess is between 50,000 to 80,000 people would visit the history center during the 12 month run. OHS is willing to share mailing lists.

The question is funding. David clearly does not want to Atiyeh Bros. to incur additional expense. Funding would have to come from reallocating expenses in the Hallock Modey proposed budget or additional funding.

I suggest the following - Atiyeh Bros. uses all or part of the co-op funding offered by Atiyeh International. Additional one time co-op funding could be requested from other Atiyeh Bros. vendors. e.g.: Michael Aziz, Karastan, maybe The Oregonian, etc. Atiyeh International provides enlarged photos

and videotape from its collection and provides technical assistance for producing additional negatives for selected images. Perhaps, there is an opportunity to solicit funding from Richard, Edward and Victor?

Because of Atiyeh International's contribution of photos and assistance with negatives, plus Hallock Modey's assistance we could counter with a reduced budget of \$8,000, of which \$3000 comes from tickets provided to Atiyeh Bros. customers at \$3.00 per ticket, redeemable monthly by OHS.

Some advantages of the yearlong exhibit are:

- Yearlong placement in regional publications, events - exhibits sections
- Drawing customers to Atiyeh Bros. retail store and cleaning plants
- Additional credibility in soliciting editorial content
- Press coverage in trade, shelter and design publications
- Raise regional awareness of Atiyeh Bros.
- Effort is focused on one project rather than several
- Access to the OHS mailing list

Hallock Modey needs to make a new presentation of the proposed PR campaign with the exhibit factored into the equation.

Perhaps, we should have another meeting with all the uncles?

T.A.

**Atyeh Bros.
Draft Budget- November 1999****Staff Time**

Exhibits Design	\$	500.00
Collections/Curatorial	\$	1,500.00
Construction/mountmaking	\$	1,632.00

Sub-total	\$	3,632.00
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Fabrication/Installation

Graphics	\$	500.00
Photographs/Reproductions	\$	5,000.00
Mounts/fabric/hardware	\$	200.00

Sub-total	\$	5,700.00
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Programs

Marketing/mailing	\$	500.00
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Sub-total	\$	500.00
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PROJECT TOTAL	\$	9,832.00
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To: Edward, Richard, Victor
CC: Tom M., David

This is a progress report for the Atiyeh Centennial.

David, Tom, Leslie and I met with the Hallock Modey Public Relations Company and Pete and Kathy Randall representing Media Rare Advertising to discuss the general plans for next year. Many exciting proposals will be jointly reviewed for cost and appropriateness.

As dates and ideas are agreed upon, we will let you know of the concrete plans. A tentative date of Tuesday, April 4th is selected for an evening gala reception at the Oregon Historical Society. We meet with OHS this coming Wednesday to discuss the event, your donation of the Tabriz and possible further cooperative concepts.

I know you all have specific goals and covenants in mind for this donation. We need a written directive from you for the Wednesday meeting when we firmly make our presentation. I have prepared photos of the Tabriz on display at the Lewis and Clark Exposition and recent profession photos suitable for publication. We also have available other source material for a possible kiosk display.

Hallock Modey is preparing 200 media kits containing information about Atiyeh International, Ltd. and Atiyeh Bros. Inc.. Specific attention will be given to both the cleaning plants and retail operations. David requested Norm and Sarkis be included in the corporate history.

We created a color and black and white centennial "bug" to be used on all printed material. The term "bug" may be foreign to you, so visualize those emblems in the corner of your TV screen such as the CBS eye or the ESPN symbol. I will send you some printed examples.

Press releases for Atiyeh International, Ltd. are distributed to the trade publications announcing the oldest Atiyeh rug contest.. Atiyeh Bros. Inc. will hold its own regional contest.

The first Atiyeh Centennial Kerman is produced and I inspected numerous other pieces on the loom in China during my September visit. National

advertising is set to begin in January coinciding with the National Oriental Rug Show in Atlanta.

Chris Douthitt interviewed all of us for collective overview. His story will be used to solicit other press coverage.

As a courtesy, I am contacting Phil, Esther, Carol and John Atiyeh to keep them in the loop with our centennial plans and inviting them to participate. Please let the other non-corporate relatives know of the Atiyeh Centennial. I view this as a celebration of family, as well as, longevity of company business.

We are discussing whom to invite to the April 4th gala reception. If you have any specific names to include please give David your list.

David and I are available anytime for your input or questions.

Cordially,

Tom

VICTOR ATIYEH
GOVERNOR
1979-1987



INTERNATIONAL
CONSULTANT & TRADE

Dick Hughes
Oregon Statesman
P.O. Box 13009
Salem, Oregon 97309

October 4, 1999

Dear Dick,

In preparation for the 100th anniversary of Atiyeh Bros next year I was reviewing some of the various artifacts which were filed away and came upon the enclosed 1923 bill for an ad that we apparently had run. This was in a group of old bills that I had saved when we moved to our present location in 1972. In going through a lot of old records and bills I pulled out good looking bill heads, a rare few (you were one of them) who are presently around and a much larger number who were in business then but no longer exist.

We are very proud of the fact that Atiyeh Bros. still remains in business these hundred years later and even more amazingly is still family owned---now the third generation. Of course, I am also happy to note that the Oregon Statesman is still around having survived many Governors and even more regular and special sessions of the legislature!

In any event, I thought you would enjoy the copy of that November 1, 1923 bill for the 54" ad which probably cost just slightly more in 1999. Incidentally, when that bill came out I was not yet eleven months old.

My best to you.

Sincerely,

A handwritten signature in black ink, appearing to be "V. Atiyeh", written over the word "Sincerely,".

Victor Atiyeh

Nancy, OHS donation and Atiyeh Centennial Event

To: Hallock Modey (Nancy)
From: Tom Atiyeh <tom@atiyeh.com>
Subject: OHS donation and Atiyeh Centennial Event
Cc: OHS (Karen Kwiescin), OHS (David Waters), Atiyeh Ed, Atiyeh Richard
Bcc: FAX: DAVID A., TOM M., VICTOR
Attached:

SEP 01 1999
Governor Atiyeh

Nancy Puglia
Hallock Modey
Tel: (503) 224-1711
Email: npuglia@hallockmodey.com

Victor Atiyeh spoke to Chet Orloff about the donation of the Tabriz Oriental rug, which was exhibited and sold at the 1905 Lewis and Clark Exposition. Edward, Richard and Victor Atiyeh will donate this Tabriz to the Oregon Historical Society next year, as part of the Atiyeh Centennial celebration.

The event coordinator is Karen Kwiescin, tel: (503) 806-5227, email: karenk@ohs.org

The public information officer is David Waters, tel: (503) 806-5221, email: davidw@ohs.org

Please coordinate the event date with David Atiyeh and Karen Kweinscin, and the public relations also with David Atiyeh and David Waters. Apparently March is open at OHS for a reception.

When you visit the cleaning plant on Friday Tom Marantette will give you a zip disk of historical Atiyeh images in a JPG format. These files are each about 4MB and should be adequate for printing. If you need .TIF files, I can provide those. One of the images shows the Tabriz on display in 1905 at the L&C Exposition

As you are aware, I will be out of the country until October 3rd. If questions arise during the next month, I will be available via email tom@atiyeh.com. Otherwise, please contact David Atiyeh at (503) 223-4125.

Marsha Takayanagi Matthews, 02:26 PM 11/22/99 -0800, underwriting

To: OHS (Marsha Takayanagi Matthews)
From: Tom Atiyeh <tom@atiyeh.com>
Subject: underwriting
Cc: Hallock Modey (Nancy), Media Rare (Randall)
Bcc:
Attached:

F.Y.I.

T.A.

NOV 24 1999
Governor Atiyeh

Marsha,

Thanks for your earlier email. We appreciate your enthusiasm for the Atiyeh Centennial.

In regards to the proposed Atiyeh Centennial exhibit at the Oregon History Center, underwriting would be both personal and corporate. Richard, Edward and Victor Atiyeh will personally donate the 9.7 x 15.3 Hajji Jalili Tabriz with a value of between \$60,000 70,000. Atiyeh Bros., Inc. and Atiyeh International, Ltd. will donate corporate funds to assist in the exhibit curation and presentation. Specifically, we would provide historic images on film transparency that OHS requires for display enlargements or murals. Historic source material, artifacts, Oriental rugs and ephemera will be on loan for the duration of the exhibit.

Additional corporate underwriting would come from a public relations and advertising campaign to promote the exhibit and OHS. This would be part of our on-air discussions during interviews, as well as, a specific mention in all Atiyeh Bros. print ads plus web pages on www.atiyehbros.com and www.atiyeh.com

Atiyeh Bros. may provide coupons to its customers for admission to the Oregon History Center at an agreed upon rate between OHS and Atiyeh Bros.. OHS would redeem the coupons with Atiyeh Bros. on a monthly basis.

Upon review of the OHS proposed budget for the exhibit, we will discuss other appropriate underwriting. We would like to hear from you how other small corporations underwrite similar projects.

Marsha Takayanagi Matthews, 02:26 PM 11/22/99 -0800, underwriting

Nancy and I would be happy to meet with you on Tuesday or Wednesday to discuss this further and review the space. We are available anytime except during the noon lunch hour on Tuesday. When should we stop by?

Tom Atiyeh

Atiyeh Ed, Atiyeh centennial

To: Atiyeh Ed, Atiyeh Richard
 From: Tom Atiyeh <tom@atiyeh.com>
 Subject: Atiyeh centennial
 Cc: DAVID
 Bcc:
 Attached:

*CHET ALDOPF
 306-5202 (collect)*

AUG 30 1999

Governor Atiyeh

To: Edward, Richard and Victor

David and I selected Hallock Modey (HM) for handling the public relations of the Atiyeh centennial. Atiyeh Bros., Inc. and Atiyeh International, Ltd. will be sharing the estimated \$19,800 HM cost. We are also sharing the Mar/Apr event cost on a 75/25% basis.

Atiyeh International is contributing a total of \$7,500 plus arranging for the centennial graphic, the Atiyeh story in HALI and web site centennial postings. We are also producing the Atiyeh centennial rug. The first rug is downtown now.

We need some assistance from you three. Earlier we discussed a donation from you of the Tabriz to the Oregon Historical Society. This is a key element in next year's celebration. Have you reached agreement on the contribution? Have you structured your donation covenants? When can we approach OHS?

Ed, you compiled a great historical document outlining Atiyeh Bros. progress through the years. I believe you wrote the story on a Macintosh computer. Can you please copy and paste the story into email, so I can put it into a format our HALI writer can use? If you can't do this, can you provide a diskette with the story? This would be extremely helpful.

I depart for China and India Monday, Sep. 6th but will be in contact via email if you have any questions or input. I'll return on October 3rd.

Tom

Atiyeh's 100th anniversary in the Oriental rug trade

Objectives:

- Honor the founders and second generation of Atiyeh's and key staff
- Promote the future of Atiyeh Bros., Inc. and Atiyeh International, Ltd.
- Celebrate a centennial date (month?)
- Have Fun
- Sell rugs
- Set up for 2000, 100 years in Oregon

Budget: Set joint budgets

Advertising:

- Jointly develop print ads with shared theme for local papers and trade publications
- Determine ad style
- Produce ads

Promotion:

- Special event sales?
- Joint warehouse sale?
- 100th anniversary party / reception/ middle-eastern music
- Tabriz donation to OHS

Public relations:

- Press releases with joint review
 - Local
 - Trade
- Media kit (old photos, 100 year summary, current photos)

JUL 08 1999
Governor Atiyeh

TACTICS

1.0 Centennial Theme

ABI and AIL will share a common Centennial theme and logo that will be used in all Centennial communications. The theme will incorporate the messages of family heritage in the Oriental rug trade. AIL already developed with LMC the theme and tag line, Woven Through Generations and makes this available to ABI for use as the shared theme and tag line. A graphic designer will create an Atiyeh Centennial logo (symbol - emblem). AIL will undertake this task and submit a selection to ABI for approval.

2.0 Limited Edition Centennial Rug

AIL has developed AT2000 for the 100th anniversary. This Atiyeh Centennial Rug is central to reinforcing messages communicated about the 100-year celebration. The rug will debut at the January National Oriental Rug Show in Atlanta. It will be sold throughout the year by both ABI and AIL and on display at the entrance to the Oregon Historical Society (OHS). AIL will develop a fact sheet and photographs (4x5 transparencies and JPG files) to assist with sales and media attention. The specifics of the design are the key message in communicating the excitement of the celebration and the symbols of the past 100 years. The Oregon debut will be at the OHS event in March or April. Photos and press releases will be sent to all publications by LMC.

3.0 Consumer Brochure

LMC will develop a single page pocket brochure (to fit in a #10 envelope) to provide information about the 100-year anniversary for all customers of ABI. These will be mailed to customers and available at the cleaning plants and retail stores. The brochure will build from the centennial theme and key messages, as well as, describe all activities planned.

4.0 Media Relations

The success of the Atiyeh Centennial events hinges on securing timely and appropriate placement of planned event release and feature articles highlighting the history of the Atiyeh family business.

Press Kit

LMC will develop 100 press kits for the media that will contribute to the excitement of the year of events. These kits will include comprehensive information about the Atiyeh family history and centennial events. Family members, ABI and AIL will submit information to LMC. Another option is to hire a paid intern to compile the information prior to submitting to LMC. These press kits cover will be AIL's portfolio cover. The first cover page will be the Atiyeh Centennial Logo.

- Chronology Fact Sheet detailing the history of the Atiyeh family and their business, civic, political and volunteer activities.
- One AIL portfolio card of either a Kerman deLuxe® or Bositan Collection® rug.
- Product sheet listing the rug lines carried by ABI.
- Service sheet listing cleaning, repair and appraisal services.
- Historic photos from archives and family highlighting significant events of the Atiyeh family history during the last 100 years. Scans on diskette provided when appropriate.
- Photos or transparencies of the Atiyeh Centennial Rug.
- Fact Sheet listing centennial events during 2000
- News release highlighting the family's 100-year history.
- Reprint or over-runs of the HALI article written by Alix Perrachon.

Atiyeh Centennial Story

Alix Perrachon will author the Atiyeh Centennial story with historic photographs. HALI's senior editor, Daniel Schaffer agreed to publish the story during 2000. AIL will provide archived photographs, some content and an outline. ABI will provide Edward's documented history. The story may also be published in the OHS quarterly magazine. AIL will convert the text

and pictures to HTML and post the story to www.atiyeh.com. AIL will print 100 copies of the story or arrange for over-runs for use in a press kit.

Media List

Selected local, national and international media will receive press kits, as well as, media with appropriate queries. LMC's list is acceptable with the addition of Oriental Rug Magazine and Cleaning and Restoration.

5.0 Event Mailing List

LMC will work with ABI to generate a comprehensive mailing list of important clients, media, state and city dignitaries who will receive invitations to special events through 2000.

6.0 Centennial Events

Strategic Partnership

The Atiyeh family has interest in numerous non-profit organizations, but for the purpose of the Atiyeh Centennial we select OHS as our strategic partner. Richard, Edward and Victor Atiyeh along with LMC will make the initial solicitation. The partnership would involve the scheduled events, as well as, other events OHS may suggest. Joint mailing list, publicity and honors will be discussed as part of the partnership.

Centennial Celebration and Reception

The Atiyeh Family, ABI and AIL will host a reception at OHS sometime in March or April to officially kick off the yearlong celebration of 100 years of business in Oregon. OHS needs to be consulted about an exhibit of 100 years of Atiyeh history in Oregon. Who would curate this? The key event is the presentation by Richard, Edward and Victor of the Tabriz rug featured in the 1905 Lewis and Clark Exposition to Chet Orloff, OHS executive Director. Donation covenants need to be specified. Selected rugs from the family's rug collection may be put on display at the reception and perhaps left during the exhibit.

The Oregonian's 100-Year Club

The Oregonian accepted Victor's information documenting Atiyeh's 100th year in Oregon business. A 100-year club plaque will be awarded during the Atiyeh Centennial Celebration at OHS.

Atiyeh Rug Auction

During 2000, perhaps in the fall, ABI will hold an Oriental rug auction with Michael Abdalla as auctioneer. The auction will be open to the public, with special invitation sent to the mailing list. Five percent of net will be donated to OHS for the preservation of home furnishings, including rugs, wall-coverings, textiles and furniture. The auction will include one limited edition Atiyeh Centennial rug. ABI would handle advertising. AIL will contribute consigned rugs and co-op money for advertising.

The rug auction may become the basis of a Lewis and Clark - OHS annual auction building to the 2005 celebration. This would further link the strategic partnership.

7.0 Web Site

www.atiyeh.com and www.ohs.org will have ongoing Atiyeh Centennial events posted. Ms. Perrachon's story will be posted as a virtual exhibit on AIL's historical section, www.atiyeh.com/letters. (we'll probably rename this to history or centennial) A banner and link to www.ohs.org will be established from "Cool Web Sites." AIL will provide all HTML postings. ABI will list the specific URL in its print advertisements and brochure.

8.0 Contest

ABI and AIL will hold separate contests for the oldest Atiyeh rug. Winners will receive a complimentary 2.4 x 2.4 Atiyeh Centennial rug as their prize.

9.0 Other suggestions

Use the Governor Hotel for one venue

Produce Atiyeh Centennial T-Shirts

Private-label Atiyeh Centennial wine

Networking with the Atiyeh family reunion in Allentown

ABI solicit other co-op money from rug and carpet vendors

**BUDGET
LMC**

Press kit	\$3,000
Development	
Content	
Insert production (100 not 1000 copies)	
Photography	
Media relations (18 month billing)	\$12,000
Account management	\$9,000
Strategic partnership	
OHS-Atiyeh Centennial event management	
Mailing list compilation	

Event

Centennial Celebration and Reception

1000 Invitations	\$3,000
Food/Refreshment for 150	\$6,000
Sound	OHS
Entertainment	<u>\$2,000</u>
Total	\$11,000

**BUDGET
Non-LMC**

Centennial theme of Woven Through Generation is shared.	\$3,500
Logo graphic	\$500
Alix Perrachon - Atiyeh Centennial Story	\$1,500
Photos & transparencies	\$500
Rugs	\$4390
Press kit covers	\$300
Web design	\$1000
Auction	p

FUNDING

AIL

Monthly billing to support media relations (\$200 per month)	\$3,600
Press kit	\$1,500
Centennial Celebration and Reception	\$3,666
Logo	\$500
Transparencies and photos	\$500
Atiyeh Centennial Story	<u>\$1,500</u>
Total direct contribution	\$10,766
Co-op to offset advertising (\$1,000/Quarter in 2000 for rug purchases)	\$4,000
Contributed Centennial Rugs	
10 x 12	\$4,200
2.4 x 2.4 contest rug	\$190
Portfolio covers for press kit	\$300
Website design (events & story, link to ohs.com)	\$1,000
Centennial theme (Woven Through Generations)	<u>\$3,500</u>
Total indirect contribution	\$13,190
Total AIL contribution	\$23,956

Marsha Matthews, 02:16 PM 12/16/99 -0800, Re: Centennial Exhibit

To: "Marsha Matthews" <Marsham@ohs.org>

From: Tom Atiyeh <tom@atiyeh.com>

Subject: Re: Centennial Exhibit

Cc: Hallock Modey (Nancy) TOM MARANTETTE, VICTOR ATIYEH

Bcc:

Attached:

DEC 17 1999
Governor Atiyeh

Marsha,

The Atiyeh family is honored to have our companies centennial exhibit venue and 100th anniversary event at the Oregon History Center.

I suggest we meet at the Atiyeh Bros. downtown store (SW Park & Washington) at 10:00 on December 29th. Tom Marantette and I can show you the items that may be of interest to you for the exhibit; photos to copy, awards, accessories, etc.. We are prepared to make 4 x 5 B & W copy negs from any of the photos or ephemera you want for the exhibit. Thanks for your flexibility.

Cordially,
Tom Atiyeh

At 10:48 AM 12/16/99 -0800, you wrote:

Tom,

The Exhibits Committee has given me the go-ahead to pursue the exhibit for the Atiyeh Bros. Centennial. I am pleased, as I think this will be a really interesting exhibit for our audience and I am excited about the prospects!

I have revised the budget to reflect your commitment. I think that it is quite doable. As I said in our previous meeting, the wild card was the reproduction of the photographs but with the ability to do these in-house, that cut the budget down considerably.

I called Nancy just now and she will be setting up a meeting so we can lay out the timetable etc. She has tentatively said, December 29.

I look forward to meeting with you all again.

Sincerely,
Marsha Matthews



Portland Retail Store
800 SW Washington Street
Portland, Oregon 97205
(503) 223-4125
Fax (503) 294-6039

October 10, 2000
Our 100th Year
www.atiyehbros.com

OCT 17 2000
Governor Atiyeh

Mr. Victor Atiyeh
7690 SW Fairmoor Terr.
Portland, OR 97225

Dear Victor:

Enclosed are photos provided from The Oregonian at their presentation of the 100 Year Club plaque to Atiyeh Bros.

It was very special to share this occasion with you and to recognize your personal contributions in reaching this Centennial milestone.

Sincerely Yours,

David Atiyeh

Tom Marantette

Tigard Retail Store
9225 SW Hall Blvd.
Portland, Oregon 97223
(503) 639-8642

Portland Cleaning Facility
1516 SE Division
Portland, Oregon 97202
(503) 234-5495

Eugene Cleaning Facility
564 East 13th
Eugene, Oregon 97401
(541) 342-3678

VICTOR ATIYEH
GOVERNOR
1979-1987



DEC 16 1999
Governor Atiyeh

INTERNATIONAL
CONSULTANT & TRADE

RE. BACKGROUND REQUEST OF HALLOCK MODEY - DECEMBER 16, 1999

- 01 - Victor George Atiyeh
- 02 - February 20, 1923 - Portland, Oregon
- 03 - 7690 SW Fairmoor St. - Portland 97225
- 04 - Dolores-----July 5, 1944-----Tom (52) Importer/Wholesaler of hand made rugs in China
Suzanne (46) Homemaker
- 05 - Holladay Grade School - Washington High School - University of Oregon (2 years)
- 06 & 07 - See attached bio material
- 08 - Started working (?) once every three weeks (we rotated) - paid out of Dad's pocket
Do not recall starting year but I am sure that we were a nuisance!
- 09 - Full time in 1944 (year father died) and was responsible for the oriental rug side of the
business. Left not to return to the rug business in January 1979.
- 10 - Straight forward, proud of selling quality, did not waste time tearing down competitors,
did not want to tarnish the Atiyeh name.
- 11 - THE most important? No such thing. Getting married, staying in the rug business, raising
a family, buying a house, running for Governor (and much more)
- 12 - We fulfilled the 1905 promise: "Portland's Exclusive and Permanent Rug Store"; maintained
the Atiyeh name with honesty and integrity; remained as a home-grown family business
as many, many, many others fell by the wayside; and that the Atiyeh family - Aziz & George
Edward, Richard & Victor; and now David Atiyeh, Tom Marantette along with Tom Atiyeh
gave to our community not just took and that we really cared about our customers and
our state.



Background information needed for Biographies

1. Full Name.
2. Year and place of birth.
3. Current place of residence.
4. Wife's name, year married, children's names, ages, and current occupations.
5. Educational background (elementary, middle, high school, university names and years of attendance, degrees earned.)
6. Other important biographical facts: military service, public service, etc.
7. Personal interests, hobbies, and involvement in special projects, such as charities, political organizations, etc.
8. Recount the story of how you started in the business. Please give starting year.
9. Describe involvement in the business throughout the years. (if appropriate, give retirement year).
10. Describe your personal business style and how you developed it. Who was your role model?
11. What is the most important decision you've made in your life?
12. What would you like people to know as the Atiyehs celebrate 100 years in business?

GOVERNOR VICTOR ATIYEH

ELECTIVE GOVERNMENT:

Governor	1979 - 1987
Oregon State Senate	1965 - 1978
Oregon House of Representatives	1959 - 1964

BUSINESS:

President, Atiyeh Bros., Inc.	1943 - 1979
Board, Equitable Savings and Loan Association	1963 - 1979
President, Victor Atiyeh & Co.	1987 - present
Board Chairman, Atiyeh International	1987 - present
Board Riedel Environmental Technologies, Inc.	1987 - 1995
Board, Cedars Bank (California)	1987 - present
Board, Key Knife, Inc.	1990 - present
Board, The Greenbrier Companies	1994 - present

GOVERNMENT AND POLITICS:

Chairman, Western Governors' Association	1982 - 1983
Chairman, Republican Governors' Assoc.	1983 - 1984
National Governors' Association (N.G.A.) Committees:	
Vice Chair, Committee on State and Local Relations	
Committee on Energy and Environment	
Committee on International Trade & Foreign Relations	
Committee on Human Resources	
Lead Governor, First N.G.A.-Liberal Democratic Party meeting in Japan, 1986	
Senate Republican Leader	1971 - 1978
Republican National Conventions:	
1968 - Platform Committee Member	
1972 - Platform Committee Member	
1976 - Rules Committee Member	
Floor Leader for President Ford, seconding speech for President Ford	
1984 - Addressed convention, Floor Leader for President Reagan	
State Chairman for President Ford - 1976	
Honorary State Chairman for President Reagan - 1984	

Honorary State Chairman for President Bush - 1988 & 1992
National Committeeman for Oregon - 1993-1994
Co-Chairman, Arab Americans for President Bush - 1988 and 1992

DEGREES, AWARDS, COMMENDATIONS & CITATIONS (Partial):

Order of the Sacred Treasure, Gold & Silver Star, Emperor of Japan (Highest Degree ever awarded in Oregon-only one other in 1991 was given in France)
Honorary Degree "Doctorate of Public Service" - Willamette University
Honorary Degree "Doctorate of Philosophy in Laws" - Hanyang University, Seoul, Korea
Honorary Degree "Doctor of Letters" - Pacific University
Award for Public Service - U.S. Department of Justice
Distinguished Public Service Award - The Anti-Defamation League of B'nai B'rith
Humanitarian Award - The Migrant & Indian Coalition
Walli Z. Schneider Memorial Award for Humanitarian Endeavors - Housing Authority of Portland/National Guard Youth Citizenship Camp
Special Citation - The National Conference on Christians and Jews
Certificate of Appreciation - International Rescue Committee
Certificate of Appreciate - Oregon Commission on Black Affairs
Pioneer Award - University of Oregon
Distinguished Service Award - Portland State University
University Service Award - Pacific University
Distinguished Service Award-Western Oregon State College
Special Citation-Council for the Advancement & Support of Education
Silver Beaver and Silver Antelope Awards - Boy Scouts of America
Distinguished Leadership Award - The United Negro College Fund
KCCH, Thirty-third Degree Mason
William Booth Award - Salvation Army
Paul Harris Fellow - Rotary International
Designation of: Victor G. Atiyeh Deschutes River Recreational Area
Distinguished Fiji Award - Phi Gamma Delta Fraternity
Certificate of Appreciation - State Capitol Press Corps
Achievement of Excellence Award - The Arab-American Educational Foundation
Distinguished Service Medal - Oregon National Guard
Golden Aztec Award - Oregon Human Development Corporation
Portland Interscholastic Hall of Fame
Aubry Watzek Award - Lewis & Clark College
Torch of Liberty Award - Anti-Defamation League
James E. West Fellowship Award, Boy Scouts of America
1910 Society of the Boy Scouts of America, Ernest Thompson Seton Member

CIVIC: (as of 1997)

Japan America Society of Oregon - Board
Boy Scouts of America (CPC) - Executive Board; President, Heritage Society
State Games of Oregon - Honorary Chairman
American Task Force of Lebanon - Executive Board
National Association of Arab Americans - Board
Portland Youth Philharmonic - Advisory Board
Oregon Wildlife Heritage Foundation - Board
Oregon Committee for the Prevention of Child Abuse - Advisory Bd.
The Museum At Warm Springs - Board
National Rifle Association - Life Member
Phi Gamma Delta Fraternity - Member

CIVIC: (Past)

Boy Scouts;
Scoutmaster, District Chairman, Council President, Council Commissioner,
Chairman Western Region Area 1, 1960 and 1964 National Jamborees
Boys Club - Board
UGN - Division Chairman
St. Barnabas Church;
Senior Warden of Vestry
Chairman Fund Drive for Church
Commission on Indian Services - Member (one of two non-Indian)
Oregon Historical Society Board
Washington County Historical Society Board
University of Oregon Foundation Board of Trustees
Japan America Society of Oregon - President, Chairman of the Board
Multnomah Muzzle Loading Rifle Association - President
Oregon Arms Collectors - President
Pacific University - Board of Trustees
Oregon Golf Club - Board of Governors Chairman
World Affairs Council - Board

**VICTOR ATIYEH
GOVERNOR
1979-1987**



**INTERNATIONAL
CONSULTANT & TRADE**

The career of Governor Victor Atiyeh covers thirty-five years full-time in a family retail business begun by his father George and uncle Aziz in 1900, assuming the presidency at age 21; twenty years in the Oregon Legislature (House and Senate); and eight years as Governor of Oregon.

During that time he was very active in many worthwhile civic causes. His business, operated with his two brothers, Edward and Richard, continues today under the ownership of the third generation.

No Governor in Oregon history has had the length of both business and government backgrounds that he brought to the office in 1979. He also was the first person of Arabic heritage to have been elected as Governor of any state.

In 1982 he was re-elected to office with 62% of the vote, the largest winning margin since 1935. He is one of only four Governors in Oregon history to have served two full terms.

As a lifelong Oregonian he understood the fragile nature of the economy of our state. He went to work and successfully diversified that economy in spite of the worst recession in memory. Upon leaving office the state could depend on five strong foundation blocks for economic growth—wood products, agriculture, tourism, high-tech and international trade.

As Governor he visited eleven countries of the world, primarily in the Far and Middle East. As a result the international trade of Oregon doubled by the time he left office and has continued to grow ever since. It is interesting to note that during this time he was criticized for making these trips but today a Governor is criticized if they do not.

Since leaving as the Chief Executive of Oregon he has become President of Victor Atiyeh & Co., an international trade consulting business. He is Board Chairman of Atiyeh International, Ltd. and is on the boards of The Greenbrier Companies, Cedars Bank (California) and Key Knife, Inc.

September 16, 1997

**OREGON
HISTORICAL
SOCIETY**

MAR 13 2000
Governor Atiyeh

March 8, 2000

Governor Victor Atiyeh
519 S.W. Park, Suite 208
Portland, Oregon 97205

Dear Governor Atiyeh:

Thank you for your letter of March 3, 2000, re the Tabriz rug and the reception on April 4, 2000. We, too, look forward to this special evening.

I have signed all four copies of the agreement - three of which I am returning to you, and one of which I am retaining for our files.

Once again, thank you for this generous and important gift to the Society.


Sincerely,


Chet Orloff
Executive Director

ch

cc: Ms. Marsha Matthews
Director - Artifact Collections
Oregon Historical Society
Portland, Oregon

Highest regards,

VICTOR ATIYEH
GOVERNOR
1979-1987



INTERNATIONAL
CONSULTANT & TRADE

Chet Orloff
Oregon Historical Society
1200 SW Park Avenue
Portland, Oregon 97205-2483

March 3, 2000

Dear Chet,

Enclosed are the documents relating to the presentation of the Tabriz rug to the Society when we have the reception on April 4th. The first is more or less the script that will be used during the ceremony. Following that is the provenance paper and official appraisal. Also you will find four (4) copies describing our restrictions on the gift to which you have already agreed. Initially I thought these could be signed on the night of the event but now I think there is no reason to wait----we might as well have every thing done ahead of time.

Therefore, would you please sign all four copies keeping one for yourself and return the other three to me. That being completed all of us will have a file for our own records. I expect the Society to keep all the above mentioned documents along with the paper you will sign.

It should be a grand evening to which our family looks forward. Thanks for all your help and encouragement.

Sincerely,

A handwritten signature in black ink, appearing to read "Victor Atiyeh".

Victor Atiyeh

ATIYEH CENTENNIAL RECEPTION @ OHS APRIL 4, 2000

MRS. DONNA CAMPBELL
6545 SW MIDMAR PLACE
PORTLAND 97223

MR. & MRS. SAMMY KAHL
14215 SE ALTON COURT
PORTLAND 97230

SENATOR & MRS. MARK HATFIELD
6036 SW RIVERPOINTE LANE
PORTLAND 97201

MR. & MRS. ART RIEDEL
2221 SW FIRST AVE., #2622
PORTLAND 97201

MR. & MRS. BILL BISHOP
6825 SW RALEIGHWOOD LANE
PORTLAND 97225

MR. & MRS. LOREN CLARK
807 SE 68TH ST.
PORTLAND 97215

DENNY MILES
1045 TEVIOT PLACE, NW
SALEM 97304

MRS. JEAN STEVENSON
2397 SW MONTGOMERY DRIVE
PORTLAND 97201

MR. & MRS. HARRY RUSSELL
8720 SW HOMEWOOD
PORTLAND 97225

MRS. GERRY THOMPSON
2972 INLAND DRIVE, S.
SALEM 97302

MR. & MRS. MIKE THORNE
P.O. BOX 3529
PORTLAND 97208

MR. & MRS. HARVEY BARRAGAR
7730 SW FAIMOOR ST.
PORTLAND 97225

PAT MACDONALD
5170 SW CHERRY
BEAVERTON 97005

MR. & MRS. TIM BLIXSETH
THREE MOZART LANE
RANCHO MIRAGE, CALIF. 92270

MR. & MRS. BILL FURMAN
THE GREENBRIER COMPANIES
ONE CENTERPOINTE DRIVE, SUITE 200
LAKE OSWEGO 97035

MR. & MRS. ALAN JAMES
THE GREENBRIER COMPANIES
ONE CENTERPOINTE DRIVE, SUITE 200
LAKE OSWEGO 97305

MR. & MRS. BRUCE WARD
GUNDERSON
4350 NW FRONT AVENUE - PORTLAND 97210

MR. & MRS. BEN WHITELEY
2020 SW MARKET ST. DRIVE, #401
PORTLAND 97201

DR. & MRS. CURT HOLZGANG
9645 SW EAGLE COURT
BEAVERTON 97005

MR. & MRS. SHO DOZONO
2580 SW 83RD
PORTLAND 97225

MR. & MRS. ROBERT ATKINSON
2020 SW MARKET ST. DRIVE, #402
PORTLAND 97201

I WOULD LIKE TO INVITE THE FOLLOWING ALTHOUGH I REALLY DO NOT THINK THEY WILL COME - ALL FROM CEDARS BANK:

MR. & MRS. AL COURY
2203 VINA DEL MAR
OXNARD, CALIF. 93035

MR. & MRS WILLIAM HANNA
1283 ADAIR STREET
SAN MARINO, CALIF. 91108

MR. & MRS DONALD HERREMA
535 PARK AVENUE, #2C
NEW YORK 10021

DR. & MRS. RAY IRANI
338 ST. PIERRE DRIVE
LOS ANGELES, CALIF. 90077

DR. & MRS. JOE JACOBS
335 WEST BELLVUE DRIVE
PASADENA, CALIF. 91105

MRS.
MR. ADELE SOFFA
1230 PATTON COURT
SAN MARINO, CALIF. 91108

MR. & MRS. PETER TANOUS
4210 CATHEDRAL AVE., NW - #414W
WASHINGTON, D.C. 20016

TO MAKE SURE WE DO NOT FORGET THE OBVIOUS:

MEAGAN ATIYEH - SUZANNE ATIYEH & FAMILY - PAUL FOLQUET - TOM & DORIS GALT - REV. BOB & HELEN GRAFE -
PAUL SMITH (NOW, WHO DID I FORGET?)

abrcpt - feb 18,'00

FEB 21 2000
Governor Atiyeh

SAVE THE DATE
Tuesday, April 18th, 2000

ANNUAL
FIRST CITIZEN
BANQUET

Hilton Hotel Grand Ballroom honoring
Dr. Robert B. Pamplin, Jr.



Portland Metropolitan
Association of Realtors®

TOM ~ F.Y.I.

ED, RIGHT & I DIDN'T MAKE IT ~
TOO BAD, IT WOULD HAVE BEEN NICE FOR
OUR 100th

DAN



VICTOR ATIYEH
GOVERNOR
1979-1987



INTERNATIONAL
CONSULTANT & TRADE

**Chet Orloff
Oregon Historical Society
1200 SW Park Avenue
Portland, Oregon 97205-2483**

**February 14, 2000
Oregon's Birthday!!!**

Dear Chet,

Well, it will not be too much longer now---I believe they told me that our big event at OHS is now scheduled for April 4th.

There are many things for you and for us to work on prior to that time and one of them relates to the Tabriz rug that my brothers and I intend to donate to the Society (see my letter to you dated November 8, 1999 and provenance letter dated May 11, 1999 of which I have enclosed copies).

Included in this communication is the copy of a letter from David Basalely, an ORRA certified appraiser. This is for your information at the present time. It is my intention to give the Society the original from which the copy was made at the time of presentation on April 4th.

Second, I have not heard of your response to the third paragraph of my November 8th letter regarding stipulations on the gift. If it is acceptable I will prepare an original of this to be signed at the time of the gift.

I look forward to hearing from you. In the meantime, Happy Oregon's Birthday!!

Sincerely,

A handwritten signature in black ink, appearing to read "Victor Atiyeh".

Victor Atiyeh

ELIKO

Antique & Decorative Rugs

February 1, 2000

Re: Persian Tabriz Carpet measuring 9⁷ x 15³ owned by Messrs. Edward, Richard & Victor Atiyeh.

This Persian carpet can be attributed to the workshop of *Haji Jalili* who was active in weaving of some of the finest made Tabriz carpets around the end of the 19th C.

The composition is of a light blue Herati medallion on an open cream field and light blue medallion corners known as "Lachaks," a navy border surrounded by multiple guard borders which are extremely detailed. This composition is also known as the "Book Cover format" – a classical Persian design.

There are a few unusual design elements, which are of particular interest:

First: Are the pendants at each end of the medallion, which would ordinarily be attached to the medallion. However, in this carpet, they're floating in the center field with no attachment to the actual medallion.

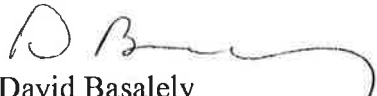
Secondly, the fairly wide ivory 'apron' which continues beyond the guard borders, surrounding the perimeter, add extra elegance to the carpet.

The construction is of depressed warp, Persian knotting, very lustrous wool on a linen (as opposed to cotton) foundation. The selection of linen for foundation material also attests to the superior quality & workmanship.

The ends & edges are original and intact; the carpet is free of stains & quite pliable with only minor loss to the pile in parts of the center field.

This truly is a masterpiece of Persian weaving in a wonderful state of preservation.

Based on our experience & research, the fair market value for this carpet is \$120,000.


David Basalely
Certified Appraiser; O.R.R.A.

**Chet Orloff
Oregon Historical Society
1200 SW Park Avenue
Portland, Oregon 97205-2483**

November 8, 1999

Dear Chet,

As I mentioned some time ago that next year during the 100th anniversary of Atiyeh Bros. we will be planning a commemorative celebration at the history center. We have been working with the people that you designated and are well on our way in this regard thanks to your encouragement and support.

I also told you it is my intention and that of my brothers, Edward and Richard, to gift to the Society a rare and classic antique Tabriz oriental rug size 9.7 x 15.3 which will probably be appraised for around \$60-70,000. This is a rug Atiyeh Bros. sold at the Lewis & Clark Exposition in 1905. For your information a copy of the provenance that I wrote about this rug is attached.

However, we feel that a few appropriate and common sense restrictions should apply to our gift. We agree that the rug should never be sold by the Society and if it was felt the Tabriz was no longer useful it shall be returned to the family. Second, if we, Atiyeh Bros. Inc. or Atiyeh International, Ltd. would at some time in the future want to borrow the rug for a display it would be available for that purpose.

If the above is agreeable to you please let me know and we will prepare the formal papers to be signed at the time of our gift.

My best to you.

Sincerely

Victor Atiyeh

VICTOR ATIYEH
GOVERNOR
1979-1987



INTERNATIONAL
CONSULTANT & TRADE

May 11, 1999

To Whom It May Concern;

This letter is to document the provenance of a Tabriz rug now jointly owned by Edward, Richard and Victor Atiyeh. The size is 9.7 x 15.3 and it has an Ivory open field with a medallion (see attached copy of a news article showing the three of us in front of the Tabriz).

Some time in 1943 I went with my father, George Atiyeh, as he wanted to visit an old friend and customer, Mrs. Ralph W. Hoyt, who at that time was a widow. On the way to her home my father told me about the rug and that he had sold it to the Hoyts at the Lewis & Clark Fair in 1905. When we arrived and went in the house I remember seeing the Tabriz in their entry hall. I recall as he chatted with Mrs. Hoyt that he laughingly said "I will buy it back and give you what you paid for it". Mrs. Hoyt just as laughingly and politely declined the "offer".

Years went by and we regularly took care of this rug then owned and used by two daughters of Mrs. Hoyt. If it needed cleaning or any slight repair the sisters would call us. Because of my interest in the Lewis & Clark Fair and the involvement of the Atiyeh brothers, Aziz and George (our uncle and father), I always had a wish that some day we could once again own it. However, I held out little hope that this could ever happen.

Then one day I received a phone call from one of the sisters saying that she was moving and was selling her rugs. Would I be interested to come and see what she had? Of course, I immediately went to her apartment and to my complete joy saw the Tabriz still there. She priced it and I bought it!!!

That is the story. There is absolutely no question that the Tabriz was at Atiyeh Bros. in the Oriental Building at the Fair and that it was sold to the Hoyts in 1905.

Sincerely,

A handwritten signature in black ink, appearing to read "Victor Atiyeh", written over a horizontal line.

Victor Atiyeh

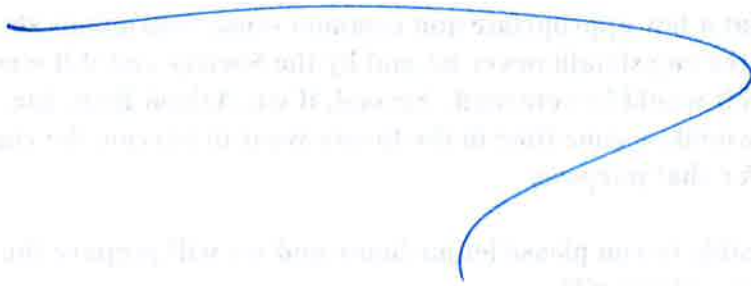
(For the record the residence of the Hoyts was at 2188 SW Main)

NOV 08 1999
Governor Atiyeh

TOM —

FINAL DRAFT (I THINK) — TALKED TO
RICH & ED — ED CAME UP WITH
"ANNIVERSARY" & RENAMED "TO THE FAMILY" —

DAD



CHRISTMAS CARD LIST
(72 Cards)

TOM & LESLIE ATIYEH
P.O. BOX 3040
NEWBERG 97132

SUZANNE ATIYEH
9231 SW 80th
PORTLAND 97219

ED & KAREN ATIYEH
7695 SW BROADMOOR TERR.
PORTLAND 97225

RICHARD ATIYEH
7885 SW WESTMOOR WAY
PORTLAND 97225

MEAGAN ATIYEH
6170 SW CHERRY AVE.
BEAVERTON 97005

DAVID & DARLENE ATIYEH
7118 SW 62nd PLACE
PORTLAND 97219

JOE & CLAUDE AUDI
FOUR PRYOR LANE
LARCHMONT, N.Y. 10638

GEORGE & VIRGINIA ABLAH
8501 KILLARNEY
WITCHITA, KANSAS 67206

PHIL & ELAINE ATIYEH
11 WAGON HILL ROAD
AVON, CONNECTICUT 06001

LINDA & RAINSE ANDERSON
7650 SW BELMONT DRIVE
BEAVERTON 97008

THELMA BOWMAN
32200 SW FRENCH PRAIRIE RD.
#C202
WILSONVILLE 97070

RAY & MARGARET BERNER
2601 MANHATTAN DRIVE
CARSON CITY, NEVADA 89703

TIM & EDRA BLIXSETH
THREE MOZART LANE
RANCHO MIRAGE, CALIF. 92270

CODY BUSTAMANTE
597 CROWSON ROAD
ASHLAND 97620

CODY & BEA BUSTAMANTE
6325 PICO VISTA ROAD
PICO RIVERA, CALIFORNIA 90060

BILL & MARILYN BISHOP
6825 SW RALEIGHWOOD LANE
PORTLAND 97225

RON & SARAH BRUMBAUGH
6540 NEAL CREEK ROAD
HOOD RIVER 97301

DONNA CAMPBELL
6545 SW MIDMAR PLACE
PORTLAND 97223

ANN (CLARK) & DENNIS BIESECKER
220 WEST 38th
EUGENE 97405

WALLY & GLORIA CARSON
1309 HILLENDALE DR., SE
SALEM 97302

BECKY CHURCH
5180 SW BARCLAY COURT
BEAVERTON 97005

CHARLOTTE & LOREN CLARK
807 SE 68th
PORTLAND 97215

CEDARS BANK:
AL & TINA COURY
2203 VINA DEL MAR
OXNARD, CALIF. 93035

WILLIAM & BARBARA HANNA
1283 ADAIR STREET
SAN MARINO, CALIF. 91108

DON & SHERYL HERREMA
535 PARK AVENUE, #2C
NEW YORK 10021

DR. RAY & GHADA IRANI
338 ST. PIERRE DRIVE
LOS ANGELES, CALIF. 90077

DR. JOE & VIOLET JACOBS
335 WEST BELLVUE DRIVE
PASADENA, CALIF. 91105

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1230 PATTON COURT
SAN MARINO, CALIF. 91108

PETER & ANN TANOUS
4210 CATHEDRAL AVE., NW
#414W
WASHINGTON, D.C. 20016

SHO & LOEN DOZONO
2580 SW 83rd
PORTLAND 97225

CARL & LOIS FISHER
23 STANFORD DRIVE
RANCHO MIRAGE, CALIF. 92270

MARIA CHEN FULKERSON
785 SW 166th AVENUE
BEAVERTON 97005

PAUL FOLQUET
4345 SW CRESTWOOD DRIVE
PORTLAND 97225

TOM & DORIS GALT
16637 SW JORDAN WAY
TIGARD 97224

REV. BOB & HELEN GRAFE
8040 SW STROWBRIDGE COURT
BEAVERTON 97008-6966

JIM & LOUISE HEILIG
2545 SW TERWILLIGER BLVD. #826
PORTLAND 97201

JANE HEWITT
2245 NE 32nd AVENUE
PORTLAND 97212

DOUG & MARY HEIDER
25670 SW WOLSBORN
HILLSBORO 97123

DENNIS & GLENNA HAYDEN
1730 THOMPSON ROAD
WOODBURN 97071-2431

LON & KAREN HOLBROOK
12368 SE WEEDMAN COURT
MILWAUKIE 97222

MARK & ANTOINETTE HATFIELD
6036 SW RIVERPOINTE LANE
PORTLAND 97201

SALLY JUDD
951 MAKAIWA STREET
HONOLULU, HAWAII 96816-5401

KEN & GEN JERNSTEDT
911 PINE STREET
HOOD RIVER 97031

SAMMY & NABIA KAHL
14215 SE ALTON COURT
PORTLAND 97230

RUBY LEWIS
COLONIAL ESTATES
3700 ELIZABETH ST., SE #132
OLYMPIA, WASHINGTON 98501

MRS. DORENE LUITEN
32200 SW FRENCH PRIARIE RD.
#B226
WILSONVILLE 97070

PAT & POLLY METKE
5730 TRAILWINDS DR., APT. 423
FT. MYERS, FLORIDA 33907

JEAN MERCER
6018 SW JAN TREE COURT
PORTLAND 97219

*I WOULD LIKE TO SEND THEM AN INVITATION
ALTHOUGH I WOULD NOT EXPECT THEM TO COME*

BRUCE & CATHY MITCHELL
20585 NW QUAIL HOLLOW RD.
PORTLAND 97229

TOM & MARY WINN MARANTETTE
4733 NW PARK COURT
CAMAS, WASHINGTON 98607

PHIL & SHIRLEY MACDONALD
8185 SW ERNST ROAD
PORTLAND 97225

MRS. ESTHER MARTIN
WINWOOD D-6
1089 HORSHAM ROAD
NORTH WALES, PENNA. 19454

DENNY MILES
1046 TEVIOT PLACE, NW
SALEM 97304

SHARON & MICHAEL NUGENT
4310 SW SELLING COURT
PORTLAND 97221-1200

PHYLLIS & WAYNE NAKASONE
94-1108 PUNONO PLACE
MILLLANI, HAWAII 96789

GEORGE & MARY ELLEN OTTEN
13295 SW TAPADERA
BEAVERTON 97008

BETTY OUDERKIRK
P.O. BOX 970
NEWPORT 97365

MARY (MC CANDLESS) OTIS
18550 TIMBERGROVE COURT
LAKE OSWEGO 97035

ELIZABETH OAKLEY
628 FERRY STREET, APT. #3
ALBANY 97321

DORIS PENTER
5258 NW ROCKY WAY
NEWPORT 97365

MRS. PAT PILIP
5808 SW 41st
PORTLAND 97221

NORM & VIRGINIA PARSONS
7905 FAIRWAY DRIVE
WILSONVILLE 97070

ART & JANET RIEDEL
2221 SW FIRST, #2022
PORTLAND 97201

MARGE & HARRY RUSSELL
8720 SW HOMEWOOD
PORTLAND 97225

GRAEME & JACKIE STEWART
P.O. BOX 144
LODI, CALIFORNIA 95241

DR. TOM & GLADYS STERN
4441 WEST 124th TERRACE
LEAWOOD, KANSAS 66209

PAUL SMITH
3910 SW 74th
PORTLAND 97225

MRS. JEAN STEVENSON
2397 SW MONTGOMERY DRIVE
PORTLAND 97201

~~AL~~ GERRY THOMPSON
2972 INLAND DRIVE, S.
SALEM 97302

MIKE & JILL THORNE
1500 SW FIFTH, #2301
PORTLAND 97201

JIM & JOYCE WARD
13640 SW FIELDING ROAD
LAKE OSWEGO 97034

MRS. REME YTURRI
P.O. BOX 1500
ONTARIO 97914

XMASLIST - DECEMBER 6, 1999

OREGON HISTORICAL SOCIETY

APR 26 2000
Governor Atiyeh

April 21, 2000

Honorable Victor G. Atiyeh
519 S.W. Park, Suite 208
Portland, Oregon 97205

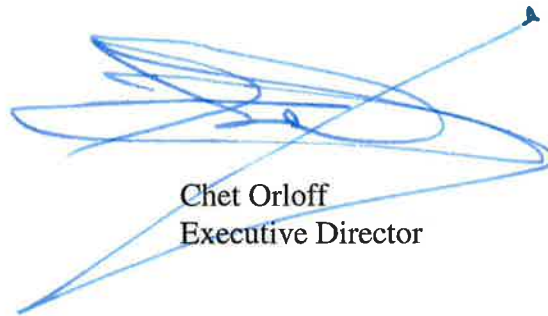
Dear Vic:

On behalf of the people of Oregon and their state historical society, I want to extend heartiest congratulations to you and your family firm on the Atiyeh Bros Inc Centennial. For any company that achieves this landmark age, it is noteworthy. For your firm, however, it means more, because you and your family have been so much more involved in the Oregon story and have contributed so much more than most firms in our state. For those reasons, I extend heartiest thanks and praise.

I also want to express the Society's deep appreciation for the support and interest you have given us in creating the exhibit and in celebrating the event earlier this month. We were honored to host the occasion and proud to have participated in such a successful and enjoyable birthday.

With my continuing best wishes for the next century and warmest personal regards, I am,

Sincerely,



Chet Orloff
Executive Director

CO:ch

P. S. I enjoyed seeing Marsha Matthews' letter in *The Oregonian* Travel section on April 9, 2000.

And thank you especially
for all you did on this project.

1200 Southwest Park Avenue, Portland, Oregon 97205-2483
Telephone 503.222.1741, Facsimile 503.221.2035
www.ohs.org

www.atiyeh.com
 Portland, Oregon
 Atlanta, Georgia
 Hebei, China
 Bhaadhi, India



April 17, 2000

Carol Atiyeh
 Steve Atiyeh
 170 Remington Rd.
 Manhasset NY 11030

APR 19 2000
 Governor Atiyeh

Dear Carol and Steve,

The Atiyeh family celebrated its 100th year in the Oriental rug trade on April 4th with the opening of our yearlong exhibit, "*Woven Through Generations*." We had over 275 friends and family at our gala bash when Richard, Edward and Victor donated to Oregon Historical Society a Tabriz rug originally sold by your grandfather Aziz at the 1905 Lewis and Clark Exposition.

Enclosed are photos and descriptions from the exhibit. Now that the exhibit is up, new source material is surfacing and we are making adjustments. As the de facto curator of Atiyeh's Oriental rug history, I tried to include as much information from your side of the family as I had available. At the suggestion of Phil, I am making one more appeal to you and Steve to include the book of Atiyeh Kerman deLuxe rug pictures in the exhibit. I know you are reluctant to let it out, but for an exhibit of this magnitude your loan of the book would be a great contribution. This book documents the efforts made by your father to create the best Kerman rugs on the market and is a benchmark chronicle of the Atiyeh's history in the Oriental rug trade.

If you would like me to provide better photos of the exhibit for you or your family, please let me know.

I will give you a call in a week or so.

Cordially,

Tom
 Tom Atiyeh

CC: Phil Atiyeh
 Victor Atiyeh ✓



ATIVEH INTERNATIONAL, LTD.
 P.O. Box 3040 Phone: 800.669.1905
 Newberg OR 97132-5040 Fax: 800.729.7847
 U.S.A. Email: rug@atiyeh.com



Letters to the Travel Editor

The Atiyehs and the castle

We were pleased to see your story on Syria's Crac des Chevaliers in the Travel section ("Castle's history rich in knights, days of yore," March 19).

Oregon has a strong link to Syria's Castle of the Knights. The castle looms over the village of Amar El-Husn, the birthplace of Aziz and George Atiyeh. In 1900, shortly after arriving in the United States from Syria, the brothers settled in Portland, establishing a successful Oriental rug business here that has thrived for three generations.

A successful, hard-working family, the Atiyehs have helped shape the past century in Portland and Oregon (many Oregonians will recall Victor Atiyeh, who served two terms as governor from 1979-1987) and will continue to be a vibrant part of the future.

The Oregon Historical Society is proud to help the Atiyeh family celebrate 100 years in business and to recount their history in "Woven Through Generations," a yearlong exhibit of facts and memorabilia on display at the Oregon History Center that began April 4.

Marsha Matthews,
*Director, artifact collections,
Oregon Historical Society,
Portland*

From Tom Atiyeh re. APRIL 4th OHS 100TH ANNIVERSARY RECEPTION:

The event runs from 5:30 to 8:30 PM in the upstairs large presentation hall of the Oregon History Museum. Light middle-eastern food is catered by Wilfs. Beverages include Oregon wine and beer, apple cider, mineral water and "Turkish" coffee. Decorations include rugs from the family collection hung on walls and on floor stands.

Official welcome and presentation ceremony is from 6:45 to 7:00PM :

**Tom Atiyeh welcomes everyone and gives brief overview.
Thanks to OHS - David Waters, Karen Kwiecien and Marsha Takayanagi Mathews
Tom introduces Leslie
Tom introduces David**

David extends his welcome and then acknowledges Tom Marantette, Jim Antonini, Sarkis Manougian and Norm Parsons - including wives.

**David introduces Richard & Mary Alice, Edward & Karen and Victor & Dolores all of whom join David.
(Enlarged photographs showing the rug hanging at the Lewis & Clark exposition and a current picture)**

**Victor serves as the spokesman and introduces Chet Orloff for the presentation of the Tabriz rug.
Victor speaks about the history of the rug and makes the gift of the Tabriz to the Society official with a handshake.
(Photo opportunity at this time)**

Chet Orloff accepts the donation and makes his own comments.

After the donation is made, Chet encourages anyone who has not viewed the "Woven Through Generations" exhibit to do so.

David thanks everyone for coming and concludes the ceremony.

DRAFT
MAR 13 2000
Governor Atiyeh

April 4th Gala

The event runs 5:30 to 8:30 PM in the upstairs large presentation hall of the Oregon History Museum. Light middle-eastern food is catered by Wilfs. Beverages include Oregon wine and beer, apple cider, mineral water, "Turkish" coffee. Decorations include rugs from the family collection hung on walls and on floor stands.

Official welcome and presentation is 6:45 - 7:00

Tom Atiyeh welcomes everyone and gives a brief overview.
Thanks to OHS - David Waters, Karen Kwiecien, Marsha Takayanagi Mathews
Tom introduces Leslie
Then introduces David Atiyeh.

David extends his welcome and then acknowledges Tom Marantette, Jim Antonini, Sarkis Manougian and Norm Parsons (including wives)

David Atiyeh introduces Richard & Mary Alice, Edward & Karen and Victor & Delores Atiyeh who join David.
(Enlarged photographs, shows the rug hanging in 1905 at the Lewis and Clark Exposition and a current picture)
Victor serves as spokesman and introduces Chet Orloff for the presentation.
Victor talks about the rug's history and makes the official hand over sealed with a handshake.
(Photo op)

Chet accepts the donation and says a few words.
After the donation is made, Chet encourages anyone would has not viewed the "Woven Through Generations" exhibit to do so.
Presentation ends

COMMENTS or SUGGESTIONS?

VICTOR ATIYEH
GOVERNOR
1979-1987



INTERNATIONAL
CONSULTANT & TRADE

April 4, 2000

In a 1905 hard bound book commemorating the Portland firemen and the department fire stations there is a full page advertisement by A. Atiyeh & Bro.---the latter our father George and the former our uncle Aziz. This ad shows the interior of their store and at the bottom of the page we find the words: "Portland's exclusive and permanent rug store" (underline by the writer). Well, they were more right than they visualized. However, maybe these two young, self-assured immigrants from Syria really did believe it!!

Atiyeh Bros. arrived in Portland, Oregon at the very beginning of one millenium, are still a "permanent" fixture at the beginning of another and remains today as it was then---a family business.

As a celebration of this proud family landmark we--Edward, Richard and Victor Atiyeh--the sons of George Atiyeh are honored to present to the Oregon Historical Society this significant and classical Tabriz rug. It is described by an Oriental Rug Retailers Association certified appraiser as "-----a masterpiece of Persian weaving" and he placed a fair market value on this rug of \$120,000. That is the classical part.

As to the significance, it was sold by the Atiyeh brothers to Mr. & Mrs. Ralph W. Hoyt at the 1905 Lewis & Clark Exposition, has been cleaned and cared for by Atiyeh Bros. through the years and was returned to Atiyeh ownership some years ago. In formally presenting this magnificent Tabriz we include the documenting provenance, an original copy of the appraisal and a very remarkable photograph of the Tabriz on display all those many years ago. As we make the transfer we have asked for a few, common sense restrictions on the gift to which Chet Orloff has agreed.

And now this rug, which is unique in heritage and special in the hearts of Edward, Richard and Victor Atiyeh, will travel this millenium and beyond in the safe and secure custody of the Oregon Historical Society. This gives us great comfort.

Sincerely,

Edward Atiyeh

Richard Atiyeh

Victor Atiyeh

tabriz - 2/23/00

VICTOR ATIYEH
GOVERNOR
1979-1987



INTERNATIONAL
CONSULTANT & TRADE

May 11, 1999

To Whom It May Concern;

This letter is to document the provenance of a Tabriz rug now jointly owned by Edward, Richard and Victor Atiyeh. The size is 9.7 x 15.3 and it has an ivory open field with a medallion (see attached copy of a news article showing the three of us in front of the Tabriz).

Some time in 1943 I went with my father, George Atiyeh, as he wanted to visit an old friend and customer, Mrs. Ralph W. Hoyt, who at that time was a widow. On the way to her home my father told me about the rug and that he had sold it to the Hoyts at the Lewis & Clark Fair in 1905. When we arrived and went in the house I remember seeing the Tabriz in their entry hall. I recall as he chatted with Mrs. Hoyt that he laughingly said "I will buy it back and give you what you paid for it". Mrs. Hoyt just as laughingly and politely declined the "offer".

Years went by and we regularly took care of this rug then owned and used by two daughters of Mrs. Hoyt. If it needed cleaning or any slight repair the sisters would call us. Because of my interest in the Lewis & Clark Fair and the involvement of the Atiyeh brothers, Aziz and George (our uncle and father), I always had a wish that some day we could once again own it. However, I held out little hope that this could ever happen.

Then one day I received a phone call from one of the sisters saying that she was moving and was selling her rugs. Would I be interested to come and see what she had? Of course, I immediately went to her apartment and to my complete joy saw the Tabriz still there. She priced it and I bought it!!!

That is the story. There is absolutely no question that the Tabriz was at Atiyeh Bros. in the Oriental Building at the Fair and that it was sold to the Hoyts in 1905.

Sincerely,

A handwritten signature in black ink, appearing to read "Victor Atiyeh". The signature is fluid and cursive, with a long horizontal stroke extending to the right.

Victor Atiyeh

(For the record the residence of the Hoyts was at 2188 SW Main)

ELIKO

Antique & Decorative Rugs

February 1, 2000

Re: Persian Tabriz Carpet measuring 9⁷ x 15³ owned by Messrs. Edward, Richard & Victor Atiyeh.

This Persian carpet can be attributed to the workshop of *Haji Jalili* who was active in weaving of some of the finest made Tabriz carpets around the end of the 19th C.

The composition is of a light blue Herati medallion on an open cream field and light blue medallion corners known as "Lachaks," a navy border surrounded by multiple guard borders which are extremely detailed. This composition is also known as the "Book Cover format" – a classical Persian design.

There are a few unusual design elements, which are of particular interest:

First: Are the pendants at each end of the medallion, which would ordinarily be attached to the medallion. However, in this carpet, they're floating in the center field with no attachment to the actual medallion.

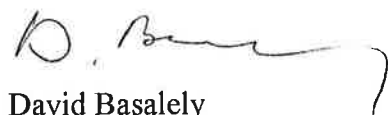
Secondly, the fairly wide ivory 'apron' which continues beyond the guard borders, surrounding the perimeter, add extra elegance to the carpet.

The construction is of depressed warp, Persian knotting, very lustrous wool on a linen (as opposed to cotton) foundation. The selection of linen for foundation material also attests to the superior quality & workmanship.

The ends & edges are original and intact; the carpet is free of stains & quite pliable with only minor loss to the pile in parts of the center field.

This truly is a masterpiece of Persian weaving in a wonderful state of preservation.

Based on our experience & research, the fair market value for this carpet is \$120,000.


David Basalely
Certified Appraiser, O.R.R.A.

VICTOR ATIYEH
GOVERNOR
1979-1987



INTERNATIONAL
CONSULTANT & TRADE

**Chet Orloff
Oregon Historical Society
1200 SW Park Avenue
Portland, Oregon 97205-2483**

April 4, 2000

Dear Mr. Orloff,

Tonight we give to the Oregon Historical Society a valuable and rare Tabriz oriental rug which is owned by us. We are proud and honored to do so in recognition of the 100th anniversary of Atiyeh Bros.

It is important to us, however, that we place a few common sense restrictions on this gift. First, we have agreed among ourselves that the rug should never be sold and if the Tabriz was no longer useful to the Society it shall be returned to the family. Second, if we, Atiyeh Bros. Inc. or Atiyeh International, Ltd. would at some time in the future wish to borrow the rug for a display it would be available for that purpose.

We sign below formalizing our wishes about these restrictions and ask that you, representing the Oregon Historical Society, confirm agreement by your signature at the place indicated below.

Sincerely,

Handwritten signature of Edward Atiyeh in cursive.

Edward Atiyeh

Handwritten signature of Richard Atiyeh in cursive.

Richard Atiyeh

Handwritten signature of Victor Atiyeh in cursive.

Victor Atiyeh

Accepted:

Handwritten signature of Chet Orloff in cursive, written over a horizontal line.
Chet Orloff for the Oregon Historical Society

MAY 02 2000
Governor Atiyeh

EDWARD ATIYEH
7595 S.W. BROADMOOR TERRACE
PORTLAND, OREGON 97225

27 April, 2000

Dear Chet:

Thank you for your letter on the 100th anniversary of our company. We feel privileged to have the Oregon Historical Society host our reception and set up the display for showing the rug we donated. My brothers and I are native Oregonians and we are proud of our family heritage in Oregon. We felt this was one way we could express our thanks to have been able to grow up and spend our business careers in this great state.

Our only disappointment was that the Oregonian did not feel this was newsworthy to give the Society and our company some coverage. I guess good news is not important to them.

If you would send me an application, I would like to renew my membership. The Society is doing an excellent job of making the people of Oregon aware of the history of the state and what all the pioneers did to make it what is today.

Sincerely,

**OREGON
HISTORICAL
SOCIETY**

Deed of Gift

Edward Atiyeh
Richard Atiyeh
Victor Atiyeh

(the "donor"), of 619 SW Park, Suite 208
Address

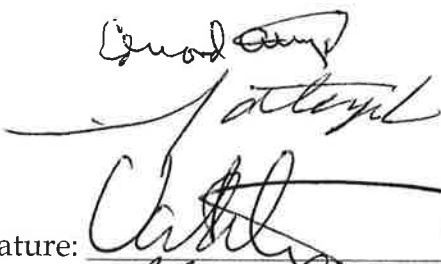
Portland, Oregon, on the 4 day of April 19 2000
City State

conveys to the Oregon Historical Society all of the Donor's right, title and interest in the donated property described below. Donor agrees that, except as specifically provided in writing and attached to this deed, the donated property is conveyed without restriction and may be used in the best interests of the Society in accordance with the Collections and other policies of the Society and in effect from time to time. The donor may receive a copy of the currently applicable policies upon request.

Description of donated property:

Tabriz oriental rug

Restrictions: One: Rug shall never be sold, and, if no longer useful to the Oregon Historical Society, it shall be returned to the Atiyeh family. Two: Atiyeh Bros. Inc. and/or Atiyeh International, Ltd. shall be permitted to borrow the rug for display.

Donor's signature: 

3, 29, 01

Date:

APR 09 2001

Accepted by: 

Deputy Director/Operations and Programs

Governor Atiyeh

DEC 03 1999
Governor Atiyeh
HAKOUK MODEY
STOMES

Atiyeh Story A (edited)

Richard Atiyeh isn't afraid to roll back his living room rugs and show you what's underneath.

"The way to tell a good rug is to look at the back," he said grasping the edge of a beautiful, room-size oriental and turning it over. Pointing out the intricate pattern of tiny knots that form the ornate and artistic designs above, genuine excitement crept into his voice. "Look at how tight and fine that is."

He should know.

The Atiyeh family name has become synonymous with the fine oriental rug and carpet business in the Northwest for 100 years. And the qualities of a good rug — tightly woven, colorful and enduring — are an apt description of the family behind the name as well.

Today, a third generation of Atiyehs is continuing the dream of company founders and brothers Aziz and George, Syrian immigrants who first brought oriental rugs to Portland, Ore., in 1900.

By 1905, the original Atiyeh Brothers had already set the standard for all who would follow them, establishing a solid reputation across the country and winning a prestigious gold medal for their rugs at the Lewis and Clark Centennial.

"They took out a full-page ad in 1905. It said, 'Portland's exclusive and permanent rug store,'" said Victor Atiyeh, one of George's three sons and former Oregon governor. "Maybe that's why we've stuck around."

Despite their family ties, the second generation of Atiyeh brothers, Victor, Richard and Edward, had to start their careers not only on the ground floor, but below it — hand washing rugs in the company's basement around 1936.

"The first thing my dad had me do was clean the bathroom," said Edward, reflecting on those early days. "And he told me there was no job I was too good for."

Richard recalled that rug cleaning back then required a big box of Ivory Soap Flakes and plenty of hands-and-knees scrubbing. Then the wet and heavy rugs would have to be hung up to dry for about a week.

"My dad said it didn't matter how long it took, you needed to do it right," he said.

The hard work gave the teenage brothers a strong sense of pride and built close family bonds that carried through when the trio took over the business after World War II.

"We were three brothers who worked together. There was never any competition between us," said Richard. "We're still good friends and we all live within a couple blocks of each other. I don't think a lot of businesses are like that."

The fact is, very few businesses survive for a century and even fewer stay within the same family.

Edward's son David Atiyeh, who currently co-owns the company with Richard's son-in-law Tom Marantette, said the reputation established by his predecessors is something to live up to. He attributes the last 100 years of Atiyeh Brothers success mostly to the company's service philosophy.

“It’s still a personal service business, not just a carpet or rug business,” David Atiyeh said. “When people come to Atiyeh Brothers they are expecting professionalism, service, honesty and advice. More now than ever before.”

Owning up to that responsibility, he said, takes a strong commitment to the customer and a dedication in the people you hire. Many of the company’s employees have been with the firm for a long time —some have more than 25 years on the job.

“We always treated our employees like equals. It was their business as much as ours,” said Edward. Richard said that kind of company loyalty was another vision passed on by the company’s founders and it has served them well in tough times.

“My dad never let anyone go during the Depression,” he said. “He used all his money to keep everything going.” Rugs that would sell for several thousand dollars today were sold for less than \$200 just to keep the doors open and the staff employed.

The company had to weather a similar business decline following World War II when wall-to-wall carpeting became the rage and virtually pushed oriental rugs off the floors of America.

“People didn’t want rugs, they wanted carpet,” said Victor. “We were the only ones pushing to sell oriental rugs. That was a tough time.”

But through each trial, Atiyeh Brothers has emerged stronger and more respected. David Atiyeh said the celebration of 100 years in business is just another mark in a long and distinguished career for the company — a career that is far from over.

“We benefit from our reputation but we continue because we are forward-looking,” he said. “We look forward to celebrating a milestone... but for us it’s more about what’s going to be best for our customers five, ten, twenty years from now.

Atiyeh Story B (edited)

David Atiyeh bent low to pull out the bottom drawer of a well-worn filing cabinet in the basement of the Atiyeh Brothers rug and carpet store in Portland, Ore. He shuffled through a few index cards — records of oriental rug sales the company had made across the Northwest since the early years of the 20th century. The cards were numerous. There was one detailing a rug that went to Butte, Mont., in 1913 and another one to Ashland, Ore., in 1915.

Though the records are old and the buyers long gone, there's a good possibility that the rugs themselves are still around and in use today.

That's part of the long-term nature of the Atiyeh Brothers business, which is celebrating its first century of service this year.

"We want you to have a rug you will be happy with for many years," Atiyeh said.

The mere fact that both the business and the oriental rugs it sells have been around for so long is a testament to the high quality of the product and the commitment of three generations of Atiyeh family members and associates who have put customers ahead of themselves and honesty ahead of sales.

"People come to us because they expect the best," said Atiyeh's partner Tom Marantette. "I don't think the philosophy has changed through the years. We're still a service business serving the customers in the best way possible. That's how the company was founded and that's why we're still in business 100 years later."

Marantette manages the company's rug and carpet cleaning facility. He said some people treat their rugs like works of art, often with good reason. The best oriental rugs are one-of-a-kind creations sometimes passed down through generations.

"We clean rugs that are irreplaceable," he said. "And some rugs have more value than they are actually worth because they are inherited."

David Atiyeh agreed.

"There's more than the fashion and the beauty. There's an emotional attachment to a rug," he said.

That emotional attachment can be strong said Edward Atiyeh, David's father and a second-generation Atiyeh brother. That's why the company has been asked to repair rugs damaged by fire, flood and wear.

"We even alter rugs, cut them down," Edward said. He explained that some senior citizens have their heirloom rugs made smaller so that the rugs can move with them from a home into a retirement center. Usually it means removing strips from both halves of a rug so that the overall pattern remains symmetrical.

"We've done quite a few of those over the years. It's all hand work," he said.

Edward, along with his brothers Richard and Victor and partner Norman Parsons, started Portland's first rug cleaning plant in 1948 on Southeast Division Street. It remains at the same location today.

"We'd say if we can't do a good job, we'd rather turn it down or write it off.

That's better than having an unhappy customer," said Edward. "I think that's been to our benefit." Marantette said that same attitude continues today.

Atiyeh Story C (edited)

In the past 100 years, Atiyeh Brothers has barely moved.

Nevertheless, they've covered a lot of ground — primarily with works of art in the form of the world's finest oriental rugs and carpets.

The highly-respected company has called five downtown Portland, Ore., locations home, every one within about two blocks of the very first store opened by Syrian brothers George and Aziz Atiyeh in 1900.

But this seeming lack of worldliness is deceptive. The reach of Atiyeh Brothers stretches from the classic looms of Turkey and turn-of-the-century Persia to the streets of New York City and the provinces of China, where the company's time-honored oriental rug designs known as Kerman Deluxe are still made by hand.

Atiyeh Brothers distinguished reputation stretches as far.

"It was known in New York that the best places for oriental rugs were Boston, Massachusetts and Portland, Oregon," said Victor Atiyeh, former Oregon governor and one of George Atiyeh's three sons. "We have been meticulously honest about how we've treated our customers. We are very proud of that."

With the current popularity of hardwood floors, the artistry of the oriental rug is making a strong comeback. Richard Atiyeh, who along with brothers Victor and Edward operated the firm following World War II, said prior to the war oriental rugs were the thing to have. But after the war, synthetic fiber and wall-to-wall carpeting became the norm.

"Now the pendulum is swinging back the other way," Richard said. "People want better things now. When the economy's good, people look for quality."

Quality is key when you're selling a product that people can expect to last for decades or even centuries. In fact, an exquisite Atiyeh Brothers original that the company first sold in 1905 will be on display during the firm's centennial celebration and then will be donated to the Oregon Historical Society.

Richard calls a good rug one "you can use and still have something left." That means paying attention to the quality of the wool, the closeness of the weave, the types of dyes used, the detail of the designs and the number of knots per square inch — generally speaking, the more the better.

"We knew we couldn't sell to everybody but we wanted to sell the best and give the customers the best value for the money," Richard said.

According to Victor, that philosophy has sometimes given Atiyeh Brothers an unearned reputation for being expensive.

"If someone only wants to spend \$6.95 per square yard we say this is the best \$6.95 you can buy or the best \$8.95 you can buy. That's what we bring to our customers," he said.

Edward Atiyeh said price has never been the focus for the company.

"We never put prices in ads. We just tell everybody that we're going to give quality and service," he said. "We select each piece individually. We always knew it was the best rug in its category and something we would be proud to sell."

The one-of-a-kind nature of the best oriental rugs makes them a intimate purchase for people said David Atiyeh, son of Edward and current co-owner of the business with partner Tom Marantette.

100th Anniversary Atiyeh Bros.

JUN 04 1999
Governor Atiyeh

1. Hire good PR advisor for help in promoting anniversary thruout year.
One who is well established and knowns who to contact :
Chamber of Commerce, trade publications, newspapers from all over the state,
Historical Societies, etc.
2. Ideas for ads: Theme "it all began in 1900".
Ads build up throughout the years from 1900 to2000.
Cover all of state in promotions.
List of old customers for direct mail or other types of contact.
Try t o find out who has oldest Oriental rug purchased from Atiyeh Bros.
3. Contact Tom Atiyeh for suggestions and ideas. He has lots of old material.
4. Contact Bob Atiyeh. See if he still has Portland Fireman magazine dated 1905 with
Atiyeh Bros ad.
5. Tabriz rug: give to Oregon Historical Societ y or we can loan it to them for one
year. Hold a reception in their building. (invitation or selected list of people).

ZHAO ZIYANG

CENTRAL CALL SLIP

Call #: JOURNAL (PHOO LOCKLEY)

Author: OCT. 5, 1917 - PG. 10

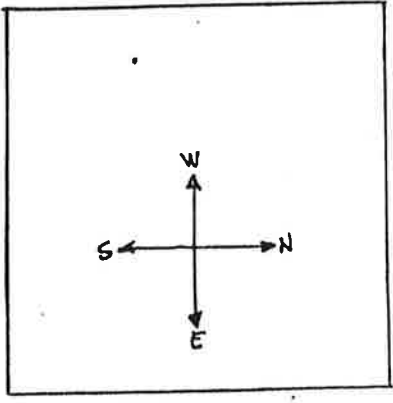
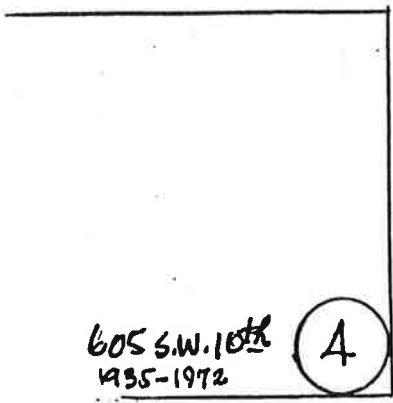
Title: _____

Name: ORONIAN APR. 29, 1928

Address: SEC. 2 P44

Phone: _____

I.D.: _____



TENTH AVE.

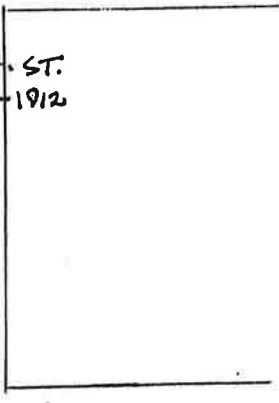


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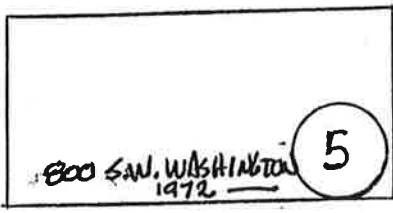
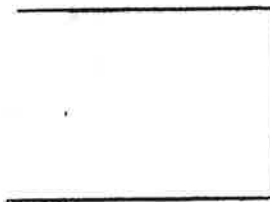


394 WASH. ST.
1906-1912

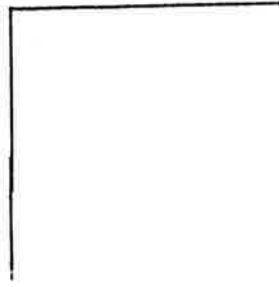
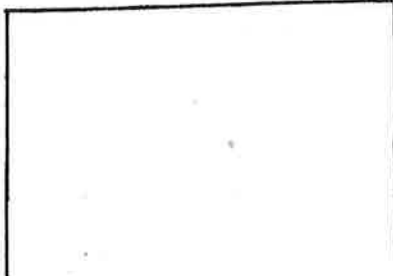
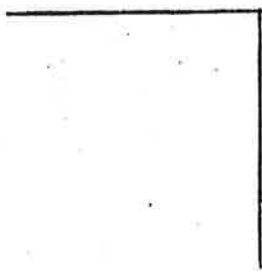
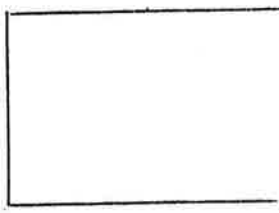
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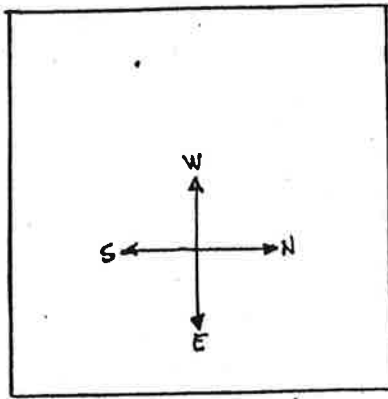
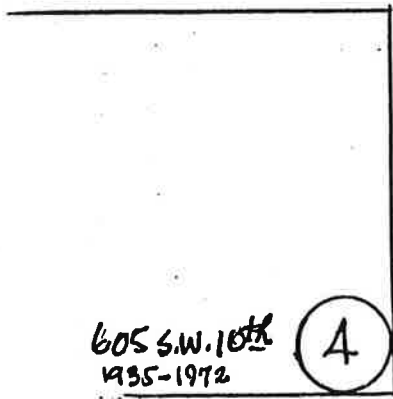


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PARK





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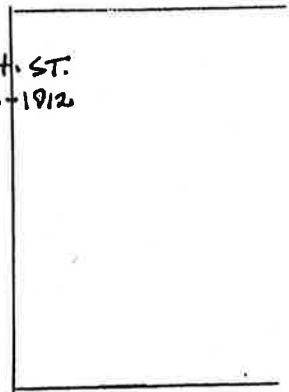


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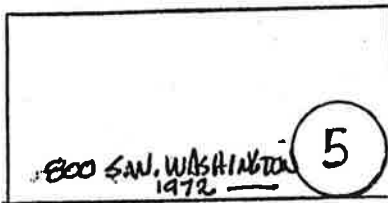
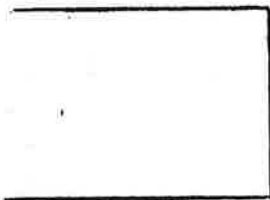


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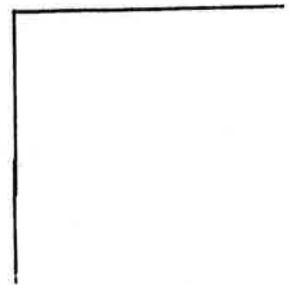
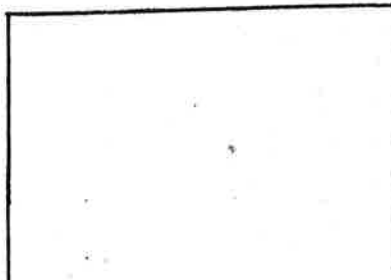
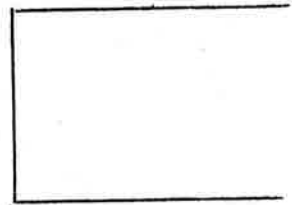
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WEST PARK



PARK



DRAFT

DEC 14 1999
Governor Atiyeh

Atiyeh Centennial Timeline

Year	Event
1897	<p>Aziz Atiyeh, age 17, emigrates to United States from Amar El-Husn, Syria Starts selling Oriental rugs and linens at 117 East Third Street, South Bethlehem, Pennsylvania.</p> <p>Brother George Atiyeh arrives to help with thriving business.</p>
1900	<p>Atiyeh Brothers head west to Portland, Oregon, to open store, <i>A. Atiyeh & Bros.</i>, at 411 S.W. Washington Street.</p>
1905	<p><i>A. Atiyeh & Bros.</i> runs full page advertisement in Portland Fire Department commemorative book. Ad reads, "Portland's exclusive and permanent rug store."</p> <p>Atiyeh Bros. display wins Grand Prize at Lewis & Clark Exposition in Portland. It is the first of 14 Grand Prizes and Gold Medals won at various expositions.</p>
1909	<p><i>A. Atiyeh & Bros.</i> exhibit takes Grand Prize at Alaska-Yukon Exposition in Seattle.</p>
1915	<p><i>A. Atiyeh & Bros.</i> exhibit, representing the Turkish Government, wins Grand Prize at the Panama-Pacific Exposition in San Francisco.</p>
1916	<p><i>A. Atiyeh & Bros.</i> exhibit wins Grand Prize at Panama-California Fair in San Francisco.</p>
1922	<p>Aziz moves to New York City to open wholesale importing business at 230 Fifth Avenue.</p> <p><i>A. Atiyeh & Bros.</i> incorporated as retail company in Portland with Aziz and George Atiyeh and half-brother Sam Kahl as original stockholders. Aziz is elected company president, Sam becomes vice-president and George, secretary-treasurer.</p> <p>To alleviate quality problems, Aziz travels to Persia to establish Atiyeh-owned looms in the village of Kerman. Kerman Deluxe designs are born. The rugs are now recognized as some of the finest quality ever produced.</p>
1924	<p>Sam Kahl resigns from company and board of directors. Atiyeh attorney, Russell Sewell, is given stock and is elected to the board.</p>
1925	<p>Sewell resigns and transfers stock to Bernard C. Jakway, a salesman at the store.</p> <p>Jakway's compensation includes a bonus of a sum equal to the one year's net earnings of 100 shares of capital stock-an unusual incentive program for the time.</p>
1926	<p><i>A. Atiyeh & Bros.</i> opens second retail store in Seattle. C.W. Dolan is appointed manager.</p>
early 1930s	<p>Georges Sirmadjieff, a Bulgarian national, hired to manage Atiyeh weaving center in Kerman. Smirirmadjieff's genius for design, color and quality revolutionizes rug industry in Kerman.</p>

1934	Atiyeh Bros. store moves to S.W. corner of Tenth & Alder Streets in the Governor Hotel. (NEED APPROXIMATE YEARS OF OTHER STORE LOCATIONS)
mid 1930s	Sirmadjieff embarks on design theme based on Moorish and Arabesque motifs, mixed with curvilinear Kerman elements. Rug knot count is raised to 367 knots per square inch to accurately display rich detail and color changes.
1937	Norman Parsons, George Atiyeh's former golf caddy, graduates from Benson High School in Portland and joins Atiyeh Bros. His first duties: rug cleaning in the store's basement.
1938	A. Atiyeh & Bros. opens office and display area at Western Merchandise Mart in San Francisco. Portland store salesman Bob Pitcher is sent to manage branch.
1939	After years of painstaking work, 32 pieces of Sirmadjieff's new designs are put on looms.
1940	Atiyeh Bros. expands offerings to include domestic broadloom carpeting. Store carries top-of-the-line from Nye-Waite, Archibald Holmes, and Alexander Smith. George Atiyeh resigns as director and officer of company due to ill health. G.A. Hoss, a salesman, appointed temporary manager. George's wife, Linda, elected to board of directors and is appointed secretary-treasurer. San Francisco office closes.
1941	New design rugs are finished and collected in Atiyeh warehouse. As World War II escalates, Bulgarians living in Asia Minor, including Sirmadjieff, are sent by the British to Dhara Dun Internment Camp in India. Atiyeh weaving center in Persia halts operation. Seattle retail store closes.
1944	George Atiyeh dies, July 31, at the age of 52. <i>(52)</i> Victor Atiyeh, George and Linda's youngest son, who had been working at the store after finishing his sophomore year at University of Oregon,

*All with 51-1900-1905
SE corner 10th & Alder 1926
90 10th Street*

1945	<p>At war's end, Sirmadjieff is released from internment.</p> <p>George Atiyeh's twin sons, Richard and Edward, return from war. Richard re-enrolls at University of Oregon. Edward takes position at Atiyeh Bros. store.</p> <p>Norm Parsons returns from Air Force, resumes salesman duties at store.</p> <p>Aziz Atiyeh resigns as President and from board of directors. Victor Atiyeh is elected company president. Richard becomes vice-president and board member. Linda Atiyeh continues as Secretary-Treasurer.</p>
Need Date	<p>Richard Atiyeh graduates from University of Oregon, then joins business. Edward returns to college.</p>
1948	<p>Atiyeh's Rug and Upholstery Cleaners, Inc. opens in September in Portland. Edward, Richard and Victor Atiyeh and Norm Parsons are partners in the operation.</p>

	Sirmadjieff and Aziz Atiyeh's eldest son, Fred, re-establish Atiyeh weaving center n Kerman, Persia. Search begins for wool, designs, and rugs lost during war.
1953	Sarkis Manougian, a former manager of the carpet department at Paul Schatz, joins firm as salesman. Sarki later helps manage retail store and is instrumental in its growth.
1954	Atiyeh cleaning plant purchases Moore automatic rug washer, the first of its type to be installed in the Pacific Northwest.
1955	The 32 original Smirmadjieff-designed rugs are located in a remote location in Persia and shipped to New York.
NEED DATE 1955	Aziz develops original concept of producing rugs with the same design in different sizes and colors. This concept is now called "specific order programming."
NEED DATE	Importing business office moves to 330 Fifth Avenue, directly across from the Empire State Building.
NEED DATE	Aziz retires. Sons Fred and Philip continue to run the importing business.
NEED DATE	Edward Atiyeh helps found the Northwest Rug Cleaning Association.
1958	Atiyeh Bros. awarded first place in a national window display contest. (ANY MORE INFO ON THIS?) Atiyeh's honored by the National Institute of Rug Cleaning with "Shiny As A Silver Dollar" award for beauty and cleanliness of the plant, inside and out. Cleaning plant undergoes expansion, doubling in size. Domestic carpet and rug repairing department added. Domestic carpet repairing department managed by Electric Carpet Cleaning Works, which was owned by Oscar and Lucille Yant.
1959	Atiyeh's expands cleaning operations to Salem, Ore., area. Atiyeh's becomes a Servicemaster franchise, doing business as Rug Cleaners, Inc., to provide floor covering cleaning services for carpet retailers in Portland, Salem and Vancouver, Wash. Victor Atiyeh elected to Oregon House of Representatives. Later serves as Republican leader of the House.
Need Date	Edward Atiyeh and Norman Parsons instrumental in forming Rug & Upholstery Institute of Portland. The group later merged with a similar organization in Seattle to form Northwest Institute of Rug Cleaning.
1960	Atiyeh Bros. opens branch retail store in Lloyd Center mall.
1961	Atiyeh's is featured on "Success Story," a television show about successful Portland businesses. The show is sponsored by Richfield Oil Company. Edward becomes the first president of National Institute of Rug Cleaners elected from the western U.S. WEST OF MISSISSIPPI
1962	Cleaning plant's Moore Automatic Washer is remodeled with jet cleaning system.
1963	Aziz Atiyeh dies in May at the age of 81. Atiyeh's win first place in National Association's Advertising contest.

	Salem cleaning plant closes.
1964	<i>Atiyeh's Servicemaster</i> franchise is discontinued.
1965	Victor Atiyeh elected to Oregon State Senate.
1966	<i>Atiyeh Bros.</i> receives American Carpet Institute's Award of Excellence, the trade group's highest honor. <i>Atiyeh's</i> serves its 100,000 th customer. <i>Atiyeh's</i> purchases Electric Carpet Cleaning Works.
1967	Tom Atiyeh, Victor's son, joins company.
1970	Company begins profit-sharing plan for employees for employee on January 1.
1971	<i>Atiyeh Bros.</i> opens carpet departments in Paul Schatz Furniture stores. Victor becomes Republican floor leader of the Oregon Senate.
1972	<i>Atiyeh Bros.</i> store moves to its present location at S.W. Park and Washington Streets in downtown Portland.
1974	Richard Atiyeh organizes National Association of Floor Covering Retailers, with 11 other retailers across the U.S. He serves on the association's board from 1974-1979. The group, headquartered in Washington, DC, is now the largest trade organization for the industry. <i>Atiyeh's</i> hires JoAnne Risley, believed to be the first woman wall-to-wall carpet estimator in the United States
1976	First truck-mounted cleaning machine purchased by <i>Atiyeh's</i> .
1977	Sarkis Manougian becomes company stockholder and officer and is elected to board of directors.
1978	Victor elected Governor of the State of Oregon.
1980	Jim Antonini and Tom Marantette, Richard Atiyeh's son-in-law, two <i>Atiyeh's</i> vice presidents become company stockholders.
1981	Jim Antonini resigns to start own business.
1983	Strained international relations with Iran after Shah is deposed impedes continuation of the importing business. Fred and Philip close office (now at 200 Lexington Avenue) and retire. <i>Atiyeh's Inc.</i> , the rug cleaning operation, <i>Atiyeh Bros.</i> retail store merge. The new entity is called <i>Atiyeh Bros.</i> Richard Atiyeh and Norman Parsons retire.
1984	Under Tom Atiyeh's direction, <i>Atiyeh Bros.</i> opens retail store on Greenburg Road on the west side of Portland. Jim Antonini rejoins rug cleaning operation. <i>Atiyeh Bros.</i> purchases Wallmaster Service rug cleaning operations in Eugene, Ore.
1985	Edward Atiyeh retires. David Atiyeh, Edward's son and the company's financial controller, is elected company president. Tom Atiyeh leaves retail operation to start <i>Atiyeh International, Ltd.</i> (AIL) with wife Leslie, specializing in Oriental rug importing. AIL

	<p>assumes "Kerman DeLuxe" and begins weaving of Kerman designs in China.</p>
1987	<p>AIL's first rugs begin shipping out of China.</p> <p>David Atiyeh and Tom Marantette, Richard's son-in-law and manager of the rug cleaning operation, form DATM, Inc. and purchase all Atiyeh Bros. stock, except shares held by Sarkis Manougian. David becomes President and Tom and Sarkis are Executive Vice Presidents.</p> <p>Atiyeh carpet departments at Paul Schatz Furniture stores close.</p> <p>After two terms as Oregon's governor, Viktor Atiyeh retires from active politics.</p>
1988	<p>Lloyd Center branch closes.</p>

Atiyeh Centennial Timeline

+
MAR 23 2000
Governor Atiyeh

Year	Event
1897	Aziz Atiyeh emigrates from Syria to United States. Opens store 117 East Third Street, South Bethlehem, Pennsylvania.
1900	Aziz Atiyeh heads west to Portland. Opens at 411 S.W. Washington Street.
1902	Aziz's brother George Atiyeh arrives in Portland. <i>A. Atiyeh & Bro Oriental Rugs</i> becomes partnership
1905	Atiyeh Bros. display wins Grand Prize at Lewis & Clark Exposition in Portland.
1906	Atiyeh Bros. moves store to 344 SW Washington St.
1912	Store moves to 391-395 SW Alder St.
1922	Aziz moves to New York City. Opens wholesale importing business at 230 Fifth Avenue.

330

	<p>Aziz travels to Persia to establish Atiyeh-owned looms in the village of Kerman. Kerman Deluxe designs are born. The rugs are now recognized as some the finest quality rugs ever produced.</p>
1926	<p><i>Atiyeh Bros.</i> opens second retail store in Seattle.</p>
early 1930s	<p>Georges Sirmadjieff hired to manage Atiyeh weaving center in Kerman.</p>
1931	<p>Aziz Atiyeh is founding member of Oriental Rug Importers Association</p>
1935	<p>Aziz develops original concept of producing rugs with the same design in different sizes and colors. This concept is now called “specific order programming.”</p> <p><i>Atiyeh Bros.</i> store moves to 605 SW 10th Ave., site of former Governor Hotel</p>
1937	<p>Norman Parsons, George Atiyeh’s former golf caddy, graduates from Benson High School in Portland and joins <i>Atiyeh Bros.</i></p>
1940	<p><i>Atiyeh Bros.</i> expands offerings to include domestic broadloom</p>

	<p>carpeting.</p> <p>George Atiyeh resigns from company because of ill health.</p>
1941	<p>As World War II escalates, Sirmadjieff is sent by the British to Dhra Dun Internment Camp in India. Atiyeh weaving center in Persia halts operation.</p> <p>Seattle retail store closes.</p>
1944	<p>George Atiyeh dies, July 31, at the age of 62.</p> <p>Victor Atiyeh, George and Linda Atiyeh's youngest son, who had been working at the store after finishing his sophomore year at University of Oregon, joins company full-time.</p>
1945	<p>George Atiyeh's twin sons, Richard and Edward, return from war. Richard re-enrolls at University of Oregon. Edward takes position at Atiyeh Bros. store.</p> <p>Norm Parsons returns from Air</p>

	<p>Force, resumes salesman duties at store.</p> <p>George resigns. Victor Atiyeh is elected company president. Richard becomes vice-president. Linda Atiyeh continues as Secretary-Treasurer.</p>
1947	Richard Atiyeh graduates from University of Oregon, then joins business. Edward returns to college.
1948	<p>Atiyeh's Rug and Upholstery Cleaners, Inc., opens in Portland. Edward, Richard and Victor Atiyeh and Norm Parsons are partners in the operation.</p> <p>Georges Sirmadjieff and Aziz Atiyeh's eldest son, Fred, re-establish Atiyeh weaving center in Kerman, Persia.</p>
1953	Sarkis Manougian, a former manager of the carpet department at Paul Schatz, joins firm as salesman. Sarki later helps manage retail store and is instrumental in its growth.
1954	Atiyeh cleaning plant purchases Moore automatic rug washer.

1955	<p>Edward Atiyeh and Norman Parsons instrumental in forming Rug & Upholstery Institute of Portland. The group later merged with a similar organization in Seattle to form Northwest Institute of Rug Cleaning.</p> <p>Thirty-two original Smirmadjieff-designed rugs are located and shipped to New York.</p>
1958	<p><i>Atiyeh Bros.</i> awarded first place in a national window display contest.</p> <p>Atiyeh's honored by the National Institute of Rug Cleaning with "Shiny As A Silver Dollar" award for beauty and cleanliness of the plant, inside and out.</p> <p>Cleaning plant undergoes expansion, doubling in size.</p>
1959	<p>Victor Atiyeh elected to Oregon House of Representatives. Later serves as Republican leader of the House.</p>
1960	<p><i>Atiyeh Bros.</i> opens branch retail store in Lloyd Center mall.</p>

FIVE

1972	Atiyeh Bros. store moves to its fourth and present location at S.W. Park and Washington Streets in downtown Portland.
1974	<p>Richard Atiyeh organizes National Association of Floor Covering Retailers, with 11 other retailers across the U.S. The group, headquartered in Washington, DC, is now the largest trade organization for the industry.</p> <p><i>Atiyeh's</i> hires JoAnne Risley, believed to be the first woman wall-to-wall carpet estimator in the United States</p>
1976	First truck-mounted cleaning machine purchased by <i>Atiyeh's</i> .
1978	Victor elected Governor of the State of Oregon.
1983	<p>Strained international relations with Iran after Shah is deposed hinders importing business. Fred and Philip close New York office and retire.</p> <p>Leslie Slocum (<i>Atiyeh</i>) returns from 18 month, non-exit educational ESL job in Guilin China</p> <p>Tom Atiyeh elected to Oriental Rug</p>

1988	Lloyd Center branch closes. Mike Brugato becomes manager of Greenburg Road store.
1990	AIL exhibits rugs in temporary showroom at AmericasMart Atlanta
1990-1991	Tom Marantette serves as Portland Kiwanis Club president
1990-1993	David Atiyeh serves on board of Portland Rotary Club Charitable Trust
1992	Tom Atiyeh and five other Americans are invited by the Islamic Republic of Iran to make presentations at the Teheran Oriental rug conference. Tom meets with the Governor of Kerman Province.
1993	David Atiyeh is vice chairman of Portland Chamber of Commerce.
1994-1996	Tom Marantette serves as president of Carpet Cleaners Institute of Northwest.
1995	www.atiyeh.com becomes the first



A. ATIYEH
GEO. ATIYEH

PORTLAND, OREGON. Sept 15th 1905

Mrs. E. R. Eldridge

BOUGHT OF **ATIYEH BROS.**

IMPORTERS OF

ORIENTAL RUGS AND CARPETS, TURKISH DRAPERIES, EMBROIDERIES

AND ALL KINDS OF ORIENTAL ART

TERMS Cash

411 WASHINGTON STREET

PHONE MAIN 2080

1 Kilim

\$25 00

Received Payment
W. S. Sarkis



Atiyeh Brothers

*Importers
of
Oriental Rugs*

*Cordially invite you to be present at the opening of their
New Store,*

Corner Tenth and Washington Streets,

*Saturday, November seventeenth, nineteen hundred
and six, six to ten thirty p. m.*

Portland, Oregon.

*Music directed by the
Webber Orchestra.*

*Turkish Coffee and
Refreshments served.*

Rugs—Importers



A. Atiyeh
Res. 559 Ladd Ave.
East 3787

Atiyeh Bros.
Importers Oriental Rugs
Alder and Tenth Sts.
Main 2050



Geo. E. Atiyeh
Portland Hotel



THE FABLE OF THE WISE ASSES



AT THE BEGINNING of things, when the world was young, the donkey was esteemed as the wisest of all animals. The good sheik, Aladdin, owned a great herd of these sagacious beasts, which was the pride and joy of his life.

¶ Other sheiks came to listen and to marvel at the wisdom of the herd. At such a time came the Prophet himself, most learned and wise of all sons of the East. With much glowing pride Aladdin led him to the herd, and said:

¶ "Behold, O Prophet, the wise and talented asses. Converse with them and see if they are not wiser than forty trees full of owls."

¶ Then the Prophet addressed the asses. "Let us test your wisdom," said he. "Answer me this question: What should an ass require for a three days' journey?"

¶ And they made reply: "For a three days' journey, O Prophet, any ass should require six bundles of hay and three bags of dates."

¶ "Very good," quoth the Prophet, "that soundeth like a fair and proper price." Whereupon Aladdin broke into loud chuckles and said, "Did I not tell you they were passing wise?"

¶ The Prophet answered, "Wait," and again addressed the asses. "I have another one for you," he said. "Three days' journey, but I will not give you six bundles of hay and three bags of dates. Let him who will go for less stand forth."

¶ And behold, they stood forth and all began to talk at once. One would go for six bundles of hay and one bag of dates, some for less, others for a great deal less, until finally one specially **long-eared** ass agreed to go for **one** bundle of hay.

¶ Then spoke the Prophet: "Fool, you cannot live for three days on one bundle of hay, much less profit from the journey." "True," replied the **long-eared** one, but "**I wanted the order.**"

¶ From that far-off day, **asses** have been known as **fools**, and **price-cutters** known as **asses**.



WHY THE N.R.A. WAS ORGANIZED

LEA



The descendants of these wise asses are still loyal to their ancestral traditions and adopted the "Long Eared Ass" (LEA) as an emblem, and a code, "I WANTED THE ORDER."

Therefore, the "National Recovery Act" (NRA) was organized throughout this country and adopted the Blue Eagle as an emblem, and a code of "FAIR TRADE PRACTICE."



Presented by

Atiyeh Bros.
INC.
ORIENTAL RUGS

Portland, Oregon

330 Fifth Avenue, New York City

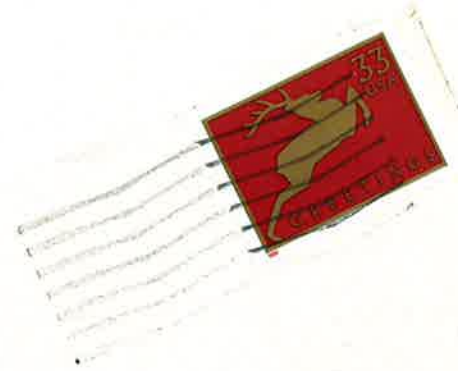
Seattle, Washington

www.atiyeh.com
Portland, Oregon
Atlanta, Georgia
Hebei, China
Bhadohi, India

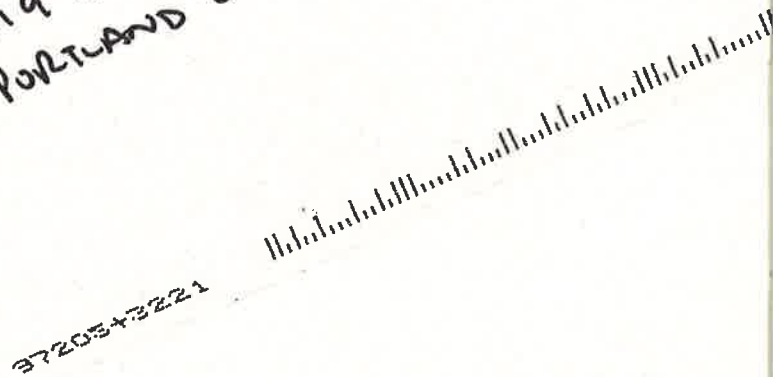


I thought you like to see our centennial letterhead and envelopes.

Tom



VICTOR ATIYEH
519 S.W. PARK ST# 208
PORTLAND OR 97205



DEC 20 1999

Governor Atiyeh



ATIYEH INTERNATIONAL, LTD.
P.O. Box 3040 Phone: 800.669.1905
Newberg OR 97132-5040 Fax: 800.729.7847
U.S.A. Email: rugs@atiyeh.com



**ATIYEH BROTHERS, INC. and ATIYEH
INTERNATIONAL, LTD.
CENTENNIAL CELEBRATION**

1999 PUBLIC RELATIONS PROPOSAL

*JUN 28 1999
Governor Atiyeh*

Prepared for: Thomas J. Atiyeh, President
Atiyeh International, Ltd.
PO Box 3040
Newberg, OR 97132-5040
503-538-7560

Prepared by: Wendy Lane
Lane Marketing Communications
921 SW 16th Avenue
Portland, OR 97205
503-221-0480

June 24, 1999

SITUATION:

The labor intensive nature of Oriental rug production and the cost of high quality materials have given Persian rugs a long history as accoutrements of royalty and the wealthy. During the early 1900s, due to an influx of import businesses, Americans soon discovered the luxury and romance of Persian rugs.

The Atiyeh family name has long been associated with the high quality rugs of Persian design in America. Aziz Atiyeh and his brother, George, founded A. Atiyeh and Brother in Pennsylvania in 1900. A few years later they moved to Portland, OR to exhibit their Oriental rugs at the famed Lewis and Clark Exposition of 1905, winning numerous awards. In the 1920s Aziz operated an importing and wholesale division in New York, and a retail operation in Portland.

The next generation of Atiyeh's carried on the family tradition, both in New York and in Portland. The Portland business expanded into cleaning and restoration work, while the New York business continued producing Oriental rugs in Kerman, Iran. During the 1980s a third generation took over with David Atiyeh assuming leadership of Atiyeh Brothers in the retail and service area and Tom and Leslie Atiyeh establishing Atiyeh International, Ltd.

Atiyeh Brothers has continued to build a strong, successful business. Since the 1980s were a difficult time for trade with Iran, rug production was moved to China. Tom and Leslie Atiyeh have expanded their business through this strategy. Both companies are committed to the high quality workmanship of their rugs, as well as celebrating their family's 100 year history in the Oriental rug business.

A strong Public Relations program will support the goals for ongoing centennial events in 2000 focused on building awareness for their family's rug business, and preserving and celebrating their family heritage. An important aspect of this 100 year celebration is to involve the local community, as well as the Oregon Historical Society, where many family photographs and letters are stored for future generations.

OPPORTUNITY

- To build awareness of the Atiyeh family name and the success of the family 100 year old Oriental rug business in Oregon.
- To involve the Portland community and local organizations in a year long celebration honoring the Atiyeh family heritage.

OBJECTIVE:

- To build visibility for the centennial events taking place in 2000 and interest the public in the history of the Atiyeh Family's Oriental rug business.

TARGET MARKETS

Primary

- High-end Oriental rug buyers and owners
- Local and national lifestyle, business, trade media

Secondary

- Individuals interested in Oregon and family history

KEY MESSAGES TO COMMUNICATE

- The Atiyeh Family has contributed to Oregon's rich heritage for 100 years as entrepreneurs, business leaders and politicians.
- Atiyeh Brothers and Atiyeh International will celebrate their 100th year of business in Oregon in 2000 with a year-long celebration.
- The Atiyeh Family will partner with the Oregon Historical Society to donate a Tabriz Rug featured in the 1905 Lewis and Clark Exposition.
- The Atiyeh name has long stood for quality in Oriental rugs.

TACTICS

1.0 Centennial Theme

LMC will develop a Centennial theme and graphic that will be used for all Centennial oriented communications. This will include invitations, media kit, press release stationary and advertising. The theme will incorporate the messages of family heritage and enduring quality.

All advertising utilized by both companies should incorporate the centennial theme.

2.0 Limited Edition Centennial Rug

The Limited Edition Centennial Rug would become central to the many messages communicated about the 100-year celebration. It would be sold throughout the year by both Atiyeh Brothers and Atiyeh International and on display at the entrance of the Oregon Historical Society. A special fact sheet and photograph would be developed to assist with sales and media attention. The specifics of the design would be a key message to communicate the excitement of the celebration and the symbols of the past 100 years. The unveiling of the rug would happen at one of the Atiyeh celebration events. Photos and press releases would be sent to all publications.

3.0 Consumer Brochure

A single page pocket brochure would be developed to provide information about the 100 year anniversary for all customers of both companies. These could be mailed to customers and available in the stores. The brochure would build from the centennial theme and key messages as well as describe all activities planned.

4.0 Media Relations

The success of the centennial events hinges on getting timely and appropriate placement of the event release and feature articles highlighting the history of the Atiyeh family business.

Press Kit

A press kit will be developed for the media that will contribute to the excitement of the year of events. The kit will include comprehensive information about the Atiyeh Family history and centennial events.

- Chronology Fact Sheet detailing the 100-year history of the Atiyeh family and their business.
- Product Sheet listing the company's trademarked lines, Bositan and Kerman deLuxe, as well as patterns from authentic re-issues of 1930s Kerman designs.
- Historic black and white photographs from the family and the Oregon Historical Society's photo archives highlighting significant events of the Atiyeh family during the past 100 years. Photos of the Centennial Rug.
- Fact Sheet listing centennial events during year 2000.
- News release highlighting the family's 100-year history.

Media List

Selected local, national, and international media will receive press kits, and when appropriate query letters pertaining to potential feature stories. A preliminary list of media includes:

Local

The Oregonian – A&E for calendar listings
The Oregonian – John Terry – History Columnist
The Oregonian – Richard Read – Business Reporter
The Oregonian – Elizabeth Dunham – Home and Garden Writer
Oregon History Magazine and OHS Quarterly
Portland Living Magazine – Fred Delkin – Lifestyles Editor
Our Town – Maggi White – Editor
Willamette Week – Caryn Brooks – Entertainment and Lifestyles
Local TV stations for event coverage
Sunset Magazine – Steve Lorton – Best of the West section
The Portland Business Journal – Mike Rose - Editor
Oregon Business Magazine – Jennifer Brandlon – Editor

National

Architectural Digest
Elle Decor
Interiors
Rug News
Rug Insider
Southern Accents
New York Times – West Coast Edition

International

Hali – London

5.0 Event Mailing List

LMC will work with Atiyeh Brothers to generate a comprehensive mailing list of important clients, media and city dignitaries who will receive invitations to special events throughout the centennial year.

6.0 Centennial Events

Strategic Partnership.

The Atiyeh family should partner with one non-profit to celebrate the 100 year anniversary. The Oregon Historical Society is an obvious choice. The OHS would be approached with the request to be their partner throughout 2000. The partnership would involve the events outlined below as well as other events that OHS has on it's schedule. Joint publicity opportunities, shared mailing lists, honors would be discussed as part of the partnership.

Centennial Celebration and Reception

The Atiyeh Family will host a reception at the Oregon Historical Society to official kick-off the year long celebration of 100 years of business in Oregon. At this time, the Atiyeh Exhibit highlighting 100 years will be unveiled. Additionally, the Atiyeh Family will present Chet Orloff, Executive Director of OHS, with a Tabriz Rug featured in the 1905 Lewis and Clark Exposition. The Mayor and other dignitaries will be invited, along with members of the media and Atiyeh clients.

Atiyeh Family Exhibition at Oregon Historical Society

An exhibition will be unveiled at the opening centennial celebration in Spring 2000 at the Oregon History Center. The exhibit will feature historical photographs from the Atiyeh and OHS archives, examples of Persian rug designs from the past 100 years, and background on the Atiyeh family's history in Oregon. The exhibit could be part of the PORTLAND! exhibit which traces the history of the Rose City.

Atiyeh Auction

During the centennial year celebration, Atiyeh Brothers will hold an auction of Oriental Rugs. The auction will be open to the public, with special invitations sent to the mailing list. Five percent of the net profit will be donated to the Oregon Historical Society for the preservation of home furnishings, including rugs, wall coverings, and furniture. The auction event would include a limited edition Centennial Rug. Advertising would be handled by the Atiyeh family.

The rug auction could also become the basis of a Lewis & Clark OHS annual auction. This would further establish the strategic partnership

Atiyeh Warehouse Sale – “Celebrating 100 Years of Oregon History”

One of the centennial events will be a warehouse sale event. This sale would be promoted through a news release and direct mailing. Advertising would be handled by the Atiyeh family.

6.0 The Oregonian's 100-Year Club

The Oregonian gives corporate recognition to all businesses that have operated in Oregon continuously for 100 years. This recognition includes presentation of a plaque honoring the business and a public service ad in the Oregonian's business pages. The plaque will be awarded at the Opening Reception in Spring 1999.

7.0 Web Site

Both the Atiyeh and OHS web sites will be perfect places to list the ongoing events associated with the Centennial Anniversary. A virtual exhibit will be posted on each site and will allow people from around the world to learn more about the history of the Atiyeh family in Oregon and the success of a one hundred year old business. Photographs and text can reconstruct the 100 year history with links to the Atiyeh's line of products, as well as to OHS' photo archives. The Atiyeh web site could also include an ongoing timeline of important facts in the Atiyeh's history. Lane would work with the Atiyeh web site developer providing direction and content.

BUDGET

Public Relations and Event Planning will be provided at an hourly rate. Services will be provided for 18 months, beginning July 1999. Lane Marketing Communications charges no commissions or mark-ups on outside costs if the client pays within 10 days. Monthly billing invoices will detail work completed for the month, allowing Atiyeh Brothers to tie work done back to the initial plan.

A Request for Quotation requires that all costs be covered. Executing a year-long event with many elements involves a creative process. The following lists approximate budgets for all elements described above with the exception of advertising. All advertising to support the 100 year celebration or specific events will be handled by the Atiyeh's.

Centennial Theme and Graphic	\$ 4,000
Brochure (5,000 quantity)	\$ 9,000
Press kit	\$12,000
Development	
Content	
Production (1,000 copies)	
Photography/duplicates	
Media Relations	\$36,000
Account Management	\$54,000
Includes event management	
Strategic partnership	
Web consultation	
Theme/Graphic	
Mailing list management (2,000 quantity)	
100 year club	
Events	
<u>Centennial Celebration and Reception</u>	
1000 invitations	\$ 3,000
Food/Refreshment for 150	\$ 6,000
Sound	OHS
Entertainment	\$ 2,000
Total	\$11,000
<u>Atiyeh Auction</u>	
10,000 invitations (2,500 mailed)	\$10,000
Food/Refreshment for 250	\$ 7,500
Rentals (Sound,staging,room)	\$10,000
<u>Atiyeh Warehouse Sale</u>	
Advertising	Atiyeh
Space/Rentals	Atiyeh

DRIST
POLIN 97201
12720 501 BR
CROCIANIAN (6/4)
STEPHANIE OLIVER
221-8336 w/ob

OUTER OLIVER OTT
306-5200
5202 w/ob

LOS ANGELES 213-627-7799, 444 South Flower St, Suite 1400 Los Angeles CA 90071
ORANGE COUNTY 714-833-7799, 18500 Von Karman Ave, Suite 550 Irvine CA 92612
SAN FRANCISCO 415-495-7799, One Market-Spear Tower, Suite 1515 San Francisco CA 94105

The Atiyeh Centennial@Kerman
AT2000



 **Atiyeh** IMPORTER
INTERNATIONAL, LTD.
Women Through Generations



Alingeh





Leave behind a cool hand-me-down.

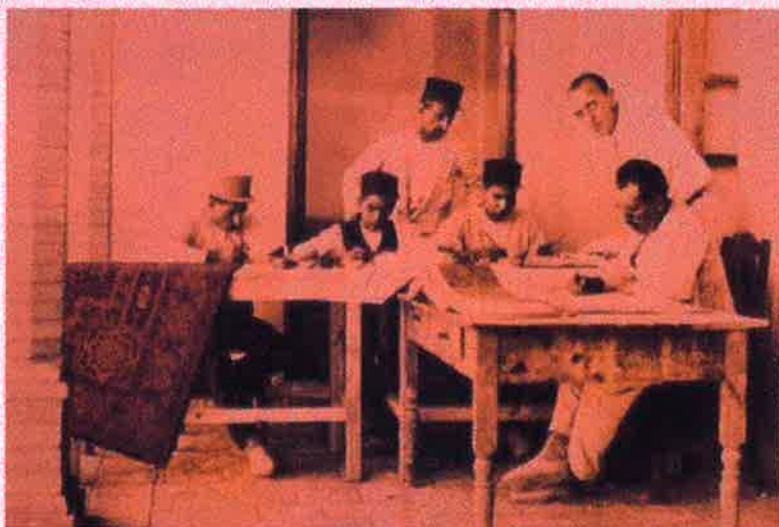


Building the Atyeh collection, Paris 1929

Some people take pleasure in owning things that last a lifetime. Your customers prefer them to last several. Visit our third generation at AmericasMart Atlanta (800) 669-1905 Space 6E9 www.atyeh.com



Once is not enough.



Building the Atiyeh collection, Persia 1929

Once upon a time, Atiyeh's design team created a new Kerman pattern that was so wonderful, we decided to bring it back for our 100th year. Reintroducing the Atiyeh Centennial® rug, AT2006. Only 100 rugs will be sold this time around to our friends in the trade. Make your selection firsthand at AmericasMart Atlanta, Space 6-E-9, and live happily ever after.

(800) 669-1905 www.atiyeh.com



COPY

JUL 14 1999
ell

HALLOCK MODEY

Advertising and Public Relations

June 30, 1999

Mr. David Atiyeh
Atiyeh Brothers
S.W. Washington @ Park
Portland, Oregon 97205

Dear David:

It was nice to speak with you, and we look forward to the opportunity to discuss PR for your centennial celebration in a couple of weeks.

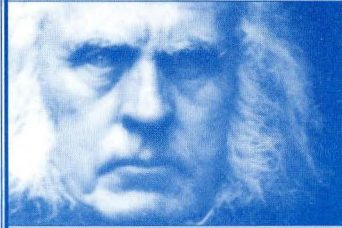
After we hung up, I glanced up at my bulletin board and saw this. Someone took a photo of Vic teasing that my favorite little rug wasn't actually a very good one.

Best wishes,



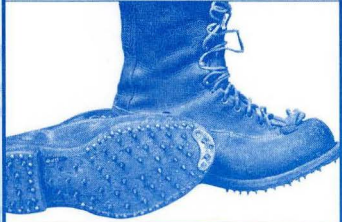
HISTORICAL
PEACE

OREGON



HISTORY

OREGON



HISTORY

OREGON



HISTORY

OREGON



HISTORY

INCORPORATED DECEMBER 17

21 July 00

Dear Gov. Atiyeh,

I thought that you
might like the enclosed
issue w/ the article on
the Atiyeh exhibit
(pages 6-7).

It was a great exhibit
to work on and I had
a thoroughly enjoyable
time working w/ your
family.

Marsha Matthews
Director Artifact Coll.
& Exhibits



OREGON HISTORICAL SOCIETY

Chet Orloff, Executive Director

1200 Southwest Park Avenue . Portland Oregon 97205

www.ohs.org

1900 - 2000
Atiyeh
CENTENNIAL
Woven Through Generations

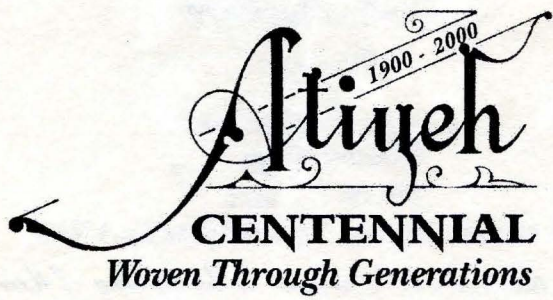
800 S.W. Washington Street
Portland, Oregon 97205



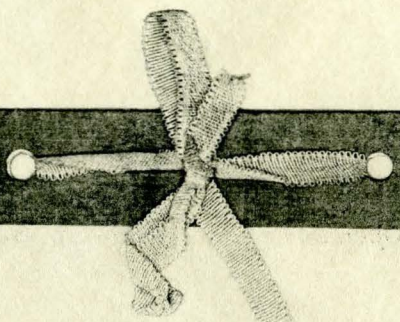
Mr. and Mrs. Victor Atiyeh
7690 SW Fairmoor Terrace
Portland OR
97225

573-954-9743





Stiyeh
CENTENNIAL
Woven Through Generations



Atiyeh Brothers

*Importers
of
Oriental Rugs*

*Cordially invite you to be present at the opening of their
New Store,*


Corner Tenth and Washington Streets,

*Saturday, November seventeenth, nineteen hundred
and six, six to ten thirty p. m.*

Portland, Oregon.

*Music directed by the
Webster Orchestra.*

*Turkish Coffee and
Refreshments served.*



**In 1906
we invited our friends and customers
to the opening of Atiyeh's new showroom**

**In 2000 we invite you to our
Centennial gala reception**

Oregon History Center

April 4, 2000

5:30 - 8:30 PM

SW Park at Jefferson, Portland Oregon USA

**Our celebration is highlighted by a donation to
the Oregon Historical Society of a 19th-century
Haji Jalili Tabriz rug we first sold in 1905
and the opening of "Woven Through Generations"
a yearlong Atiyeh exhibit in the Oregon History Center**

**Hosted by Atiyeh Bros., Inc. and
Atiyeh International, Ltd.**

**Arabic music, Turkish coffee,
hors d'oeuvres, wine and cider served**

RSVP: 503.234.5495

Program

*In 1906 we invited our friends and customers to the opening of
Atiyeh's new showroom...*

*in 2000 we invite you to the opening of
"Woven Through Generations"
a yearlong Atiyeh exhibit in the Oregon History Center*

*6:45 pm
Speeches highlighting a donation to
the Oregon Historical Society of a
19th-century Haji Jalili Tabriz rug*

*Please wander around the museum and be sure to visit the
second-floor Atiyeh exhibit. We request you avoid using your
hands to touch old textiles on display as the oils may cause
damage to the items.*

Arabic music by Brothers of the Baladi

*Turkish coffee,
hors d'oeuvres, wine and cider served*

*Oregon History Center
April 4, 2000
5:30 - 8:30 PM*